

Spectrum Health Exterior Signage Guidelines

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- 2** Primary Directional/Informational
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- 4** Destination
- 5** Exceptions/Departures

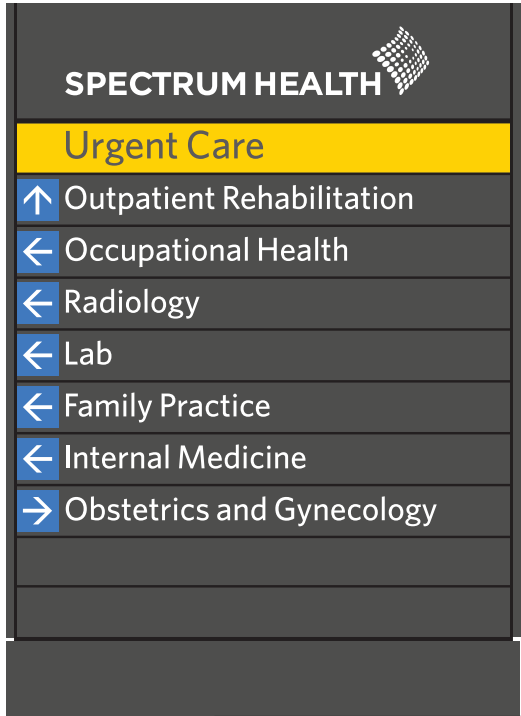
1 Overview

1.1 Sign Types

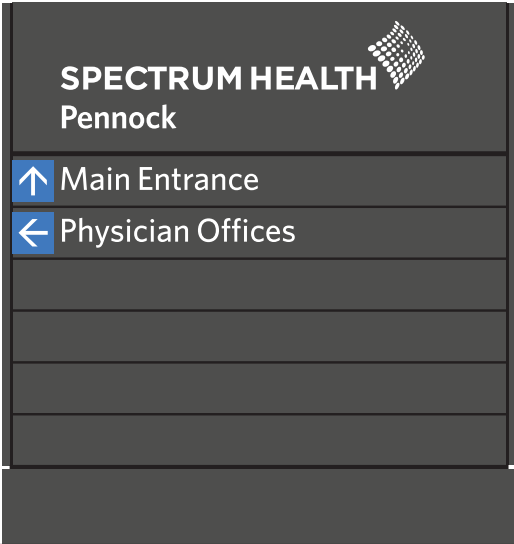
1.2 Typography

1.3 Installation

Primary
Directional/Informational
Pylon Sign



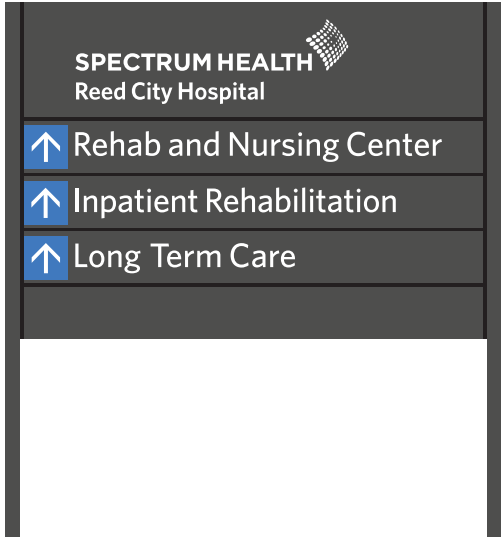
Secondary
Directional/Informational
Pylon Signs



Destination
Monument Signs



Secondary
Directional/Informational
Post and Panel Sign



Destination
Wall-Mounted Signs



Destination
On-Building Signs



The type fonts used for exterior signs are Whitney Medium and Whitney Semibold, with word spacing set at 70% minimum, 80% preferred, and 80% maximum.

Whitney Medium
Whitney Semibold (special use)

Whitney Semibold is used only as a differentiator on signs demonstrating “co-location,” or more than one provider at a location. See section 2.4 for more examples.

Medical Group provider, Whitney Semibold
Family Medicine service, Whitney Medium
Spectrum Health Hospitals provider, Whitney Semibold
Lab service, Whitney Medium

The spaces between lines of type that are part of the same statement is equal to 110% of a lowercase “o.”

Rehabilitation and
Sports Medicine
Services
Child Development
Center

Use “and” unless the official department name contains an ampersand.
Use a pipe character (“|”) flanked by spaces when two separate services are listed on one line. Often, “Lab” is paired with “Radiology.”

On signs with “Emergency,” Emergency is listed first, then all other services follow in alphabetical order. There are some exceptions, such as facilities with rehab and continuing care services, but this is the general rule.

Do not use hyphens unless the word is hyphenated.
Use <space>en dash<space> as in the example shown.

SPECTRUM HEALTH

Medical Group

Family Medicine

Heart & Vascular

Lab | Radiology

Rehab and Sports Medicine

4868

Official department name contains ampersand

Two services listed together for space or aesthetic reasons: use pipe “|”

Department or service name does not contain ampersand: use “and”

SPECTRUM HEALTH

United Hospital

↑ Emergency

← Convenient Care

↑ Hospital Entrance

← Medical Office Building

SPECTRUM HEALTH

Pennock

Family Medicine – Gun Lake

Lab | Radiology

Outpatient Rehabilitation

12851

revised October 2016

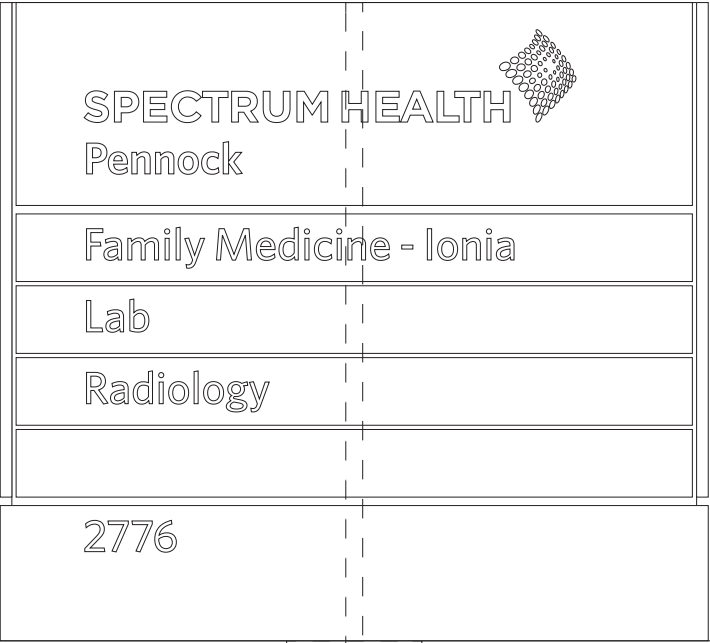
2 Overview

1.2 Typography

Monument Signs

The size and material of the pipe to be sunk into the ground will vary depending on the size of the sign.

Aluminum sign cabinet and base



Typical monument sign foundation by sign company.
Sign direct buried utilizing internal sign structure.

Augered or hand dug 16" diameter hole

2 Primary Directional/Informational

- 2.1 Overview
- 2.2 Hospital
- 2.3 Integrated Care Campus (ICC)
- 2.4 Medical Group

2.1 Overview	2.2 Hospital	2.4 Co-Location (more than one SH provider at a location)
2.1.1 Panel Sizes	2.2.1 Structure	2.4.1 Structure
2.1.2 Panel Depths	2.2.2 Structure with Emergency	2.4.1 Full Height Examples
	2.2.3 Structure with Convenient Care	2.5 Multi-Tenant (location includes a non-SH tenant)
	2.2.4 Full Height Examples	2.5.1 Full Height Examples
	2.3 Integrated Care Campus (ICC)	
	2.3.1 Structure with Urgent Care	
	2.3.2 Full Height Structure	

- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = $\frac{1}{3}$ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.

Colors

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: 1" = 1'0"

4" high panel x 40" plus ½" reveals | 1" end panels



6" high panel x 60" plus ½" reveals | 1¼" end panels



8" high panel x 80" plus ½" reveals | 1⅜" end panels



10" high panel x 100" plus ½" reveals | 1½" end panels



12" high panel x 120" plus ½" reveals | 2" end panels



15" high panel x 150" plus ½" reveals | 2½" end panels



- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = $\frac{1}{3}$ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.

Colors

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337



- The example illustrated below is a monument sign with 10" deep panels (a unit in these examples equals 10").
- Logotypes sit in a 3 unit high panel (30").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- Space from the base of the "M" to the x-height of the site name is equal to "M"-height.

Type Sizing

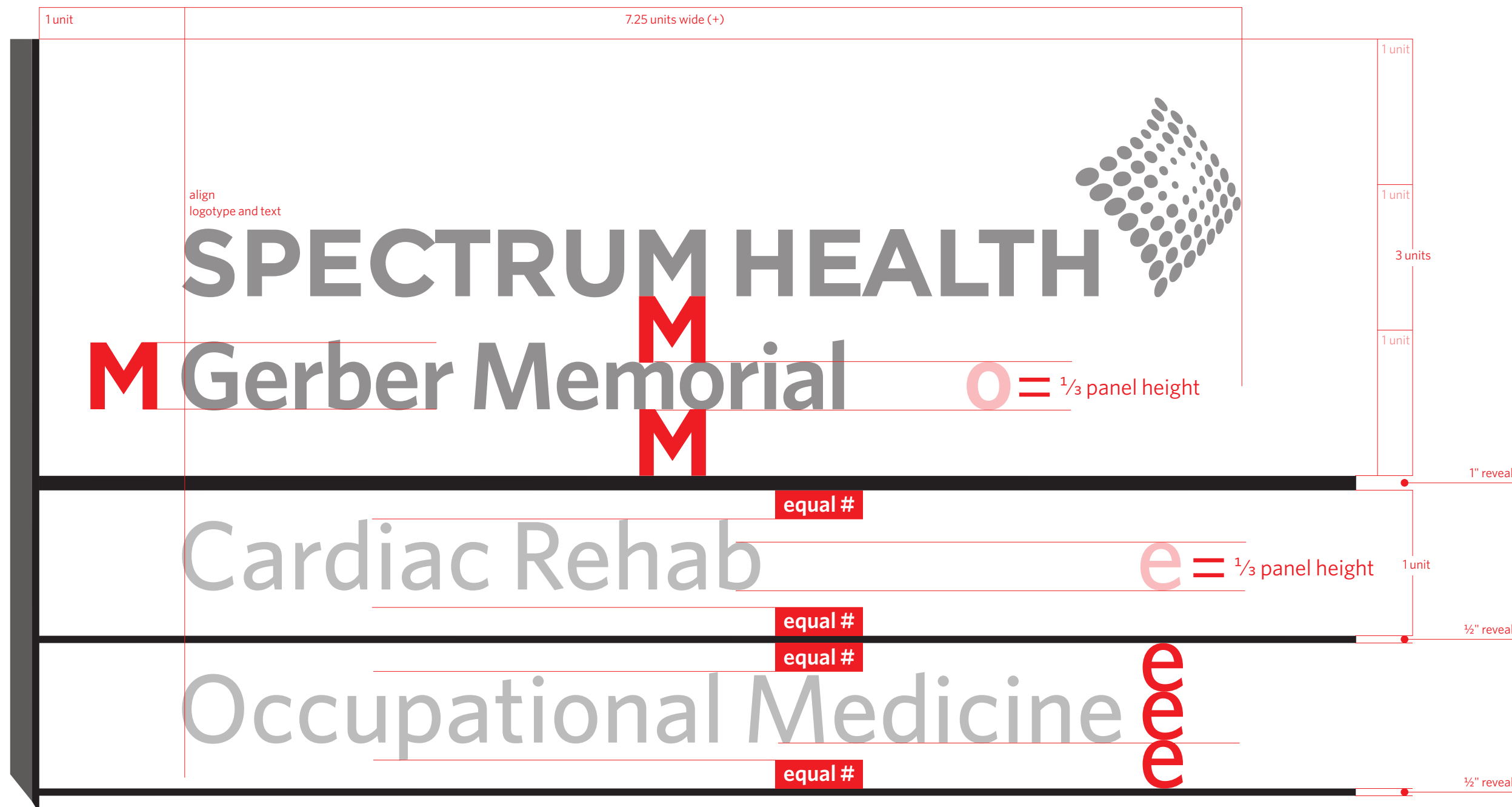
- "M"-height of the logotype and the cap height of the "T" in the site name are equal (4.572").
- The lower case "o" of the site name is equal to $\frac{1}{3}$ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is $\frac{1}{3}$ of the panel depth (3.33").

- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment

- The logotype and the panel text align 10" from the left reveal.

scale: $1\frac{1}{2}" = 12"$ (10 units wide)



- The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").
- Logotype sits in a 3 unit high panel (30").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

Type Sizing

- "M"-height of the logotype and the cap height of the "H" in the site name are equal (4.572").

- The lower case "o" of the site name is equal to $\frac{1}{3}$ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is $\frac{1}{3}$ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- "Emergency" is sized so that the lower case "e" equals 40% of the panel depth (4").

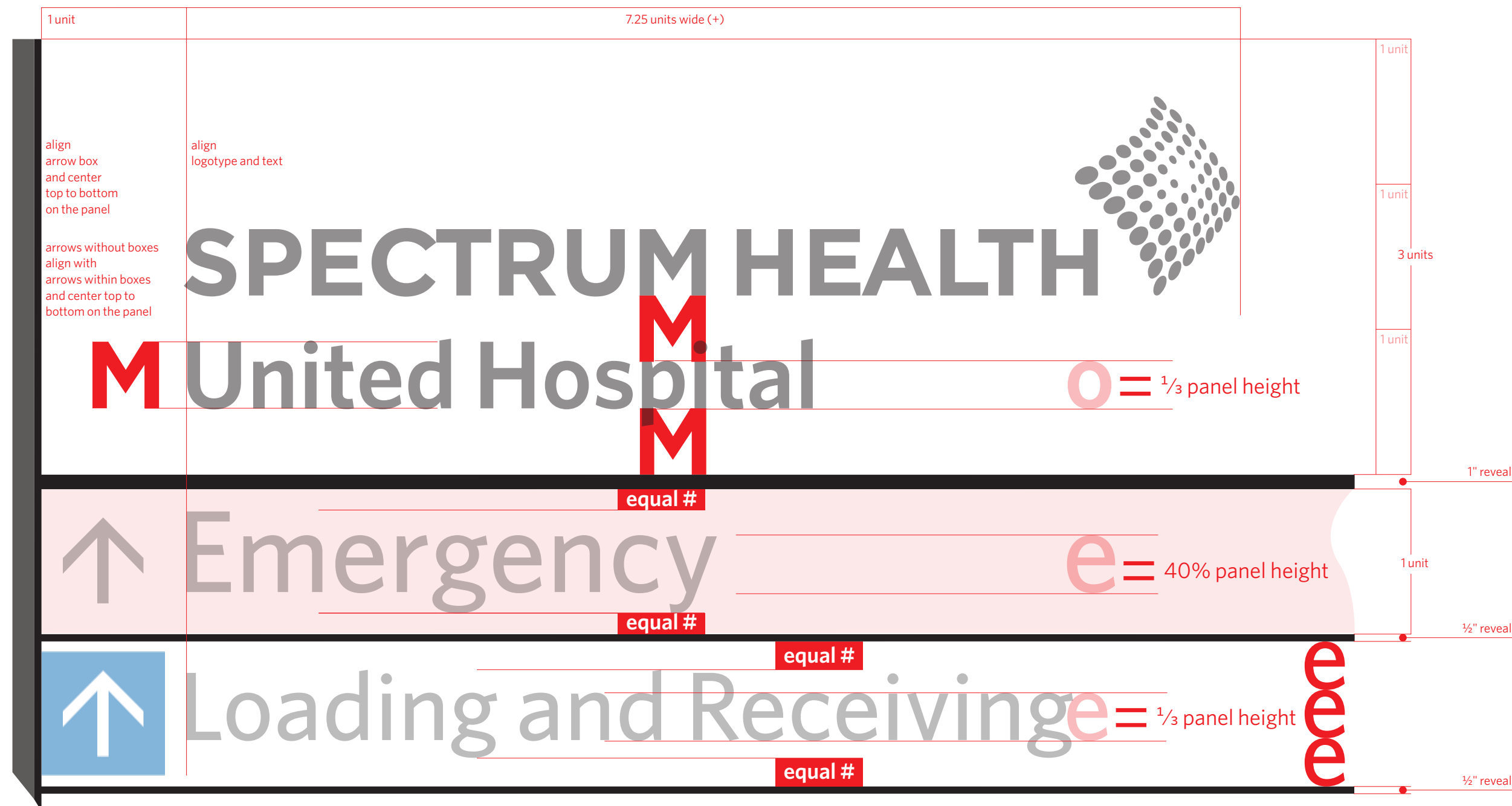
Arrows

- The "Arrow Box" is 85% of the height of the panel (8.5").

Alignment

- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

scale: $1\frac{1}{2}" = 12"$ (10 units wide)



- The example illustrated below is a monument sign with 6" deep panels (a unit equals 6").
- Logotype sits in a 3 unit high panel (18").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- OPEN/CLOSED sign is 18" x 7" Signal-tech #5887 (TCL718GR-100)

- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 3 units high.
- Lowercase "o" = 1/3 of panel height.
- Distance from left end of panel to beginning of text is generally equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The "Arrow Box" is 85% of the height of the panel

Colors

Cabinet and end panels: MP19911
Green band: MAP painted to match PMS 368
Red band: match Poppy Red Scotchcal 3630-143
Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

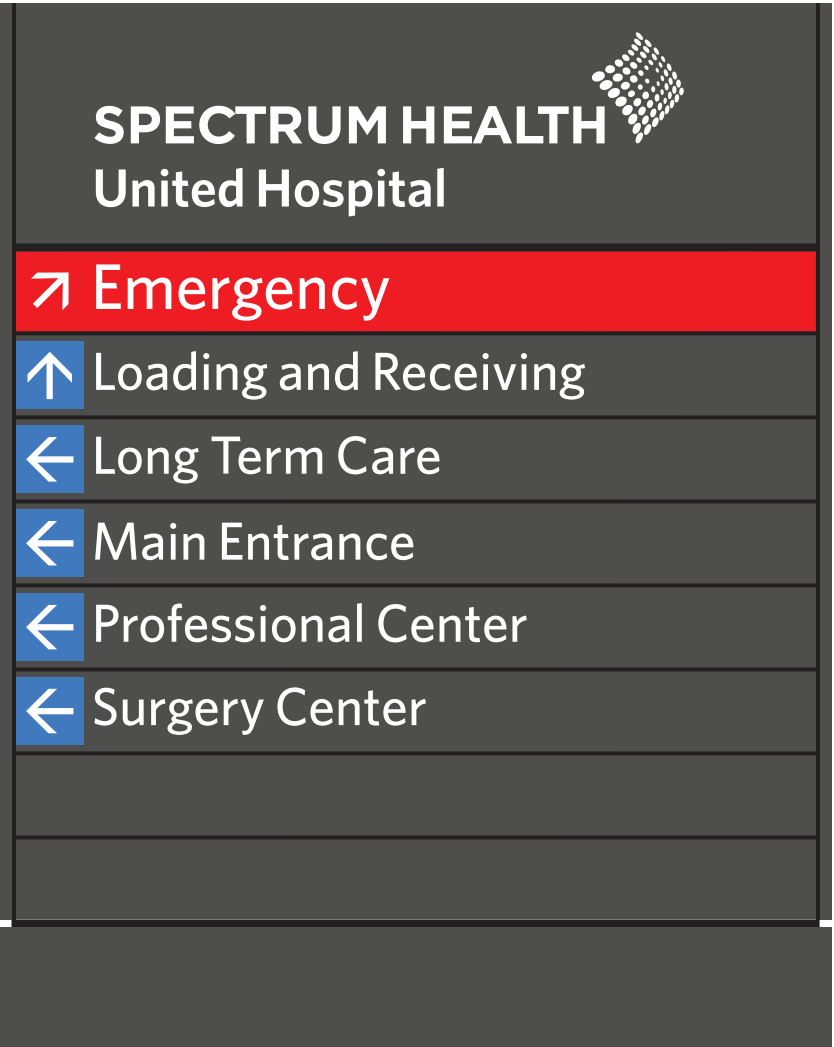
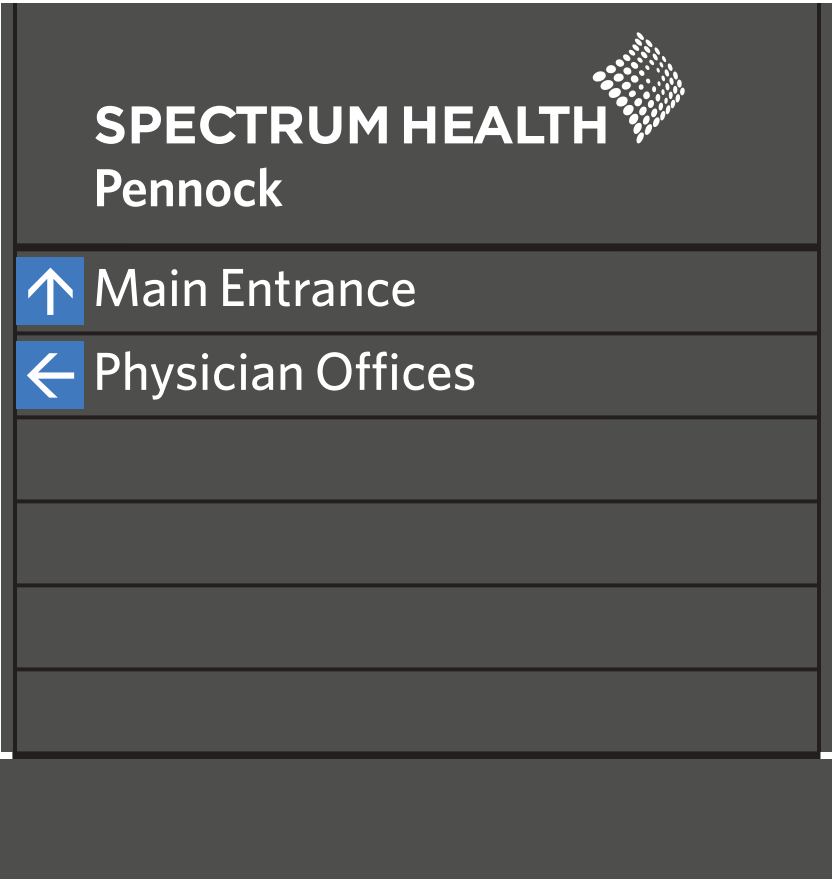
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

- OPEN/CLOSED sign is 18" x 7" Signal-tech #5887 (TCL718GR-100)

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: 1/2" = 12" (10 units wide)



- The example illustrated below is a monument sign with 10" deep panels (a unit in these examples equals 10").
- Logotypes sits in a 2¼ unit high panel (22½").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- Space from the base of the "M" to the x-height of the site name is equal to "M"-height.

Type Sizing

- "M"-height of the logotype and the cap height of the site name are equal (4.572").
- The lower case "o" of the site name is equal to ⅓ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

- "Urgent Care" is sized so that the lower case "e" equals 40% of the panel depth (4").

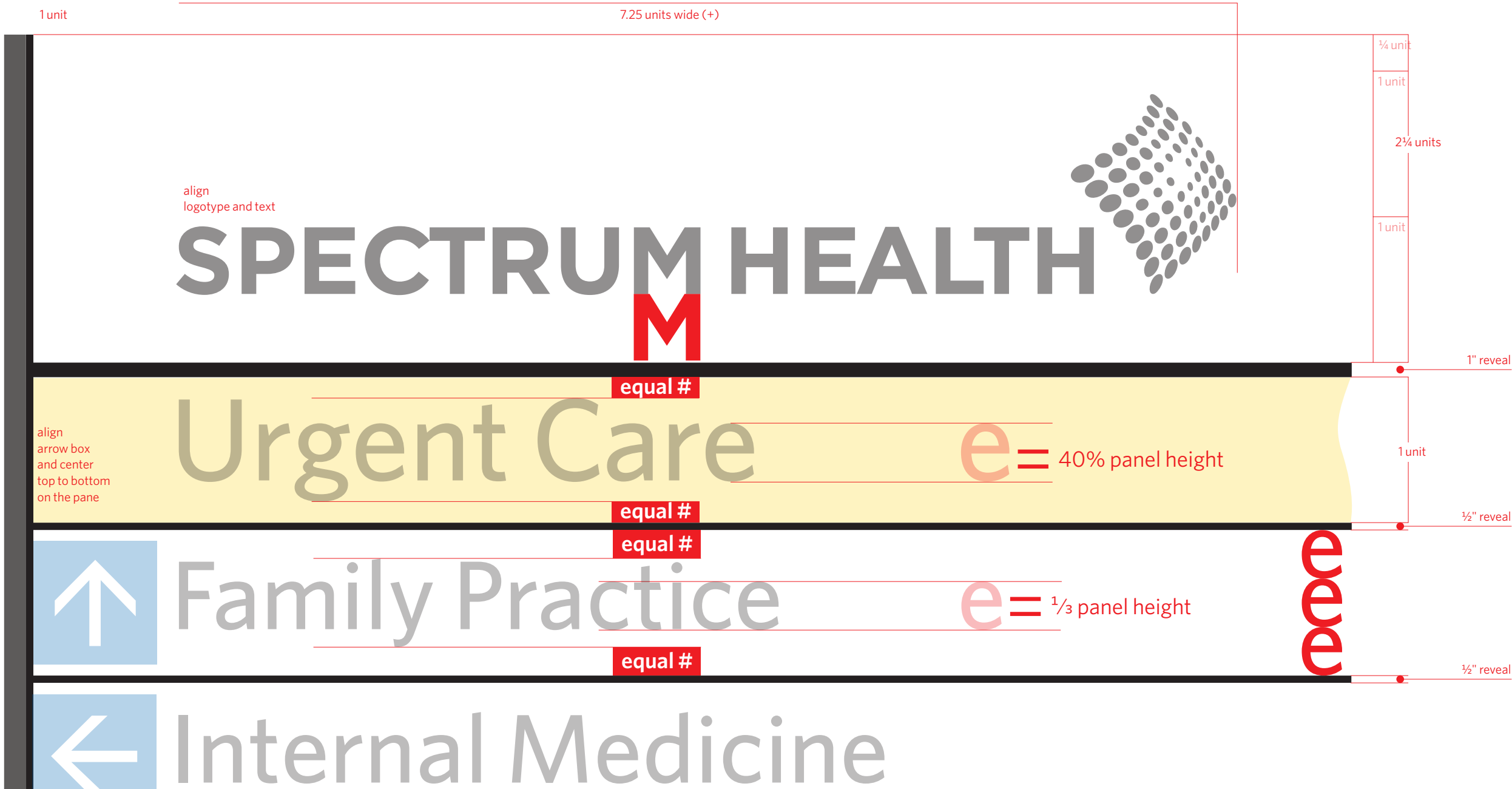
Arrows

- The "Arrow Box" is 85% of the height of the panel (8.5").

Alignment

- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.

scale: 1½" = 12" (10 units wide)



- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
 - The top panel (containing the logotype) is 2¼ units high.
 - Lowercase “o” = ⅓ of panel height.
 - Distance from left end of panel to beginning of text is equal to the height of the panel.
 - Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.
- Colors**
- Cabinet and end panels: MP19911
- Yellow band: match Sunflower Yellow Scotchcal 3630-25
- Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

“Urgent Care”: Day/night dark gray Lexan, pushed through and flush to front of sign face

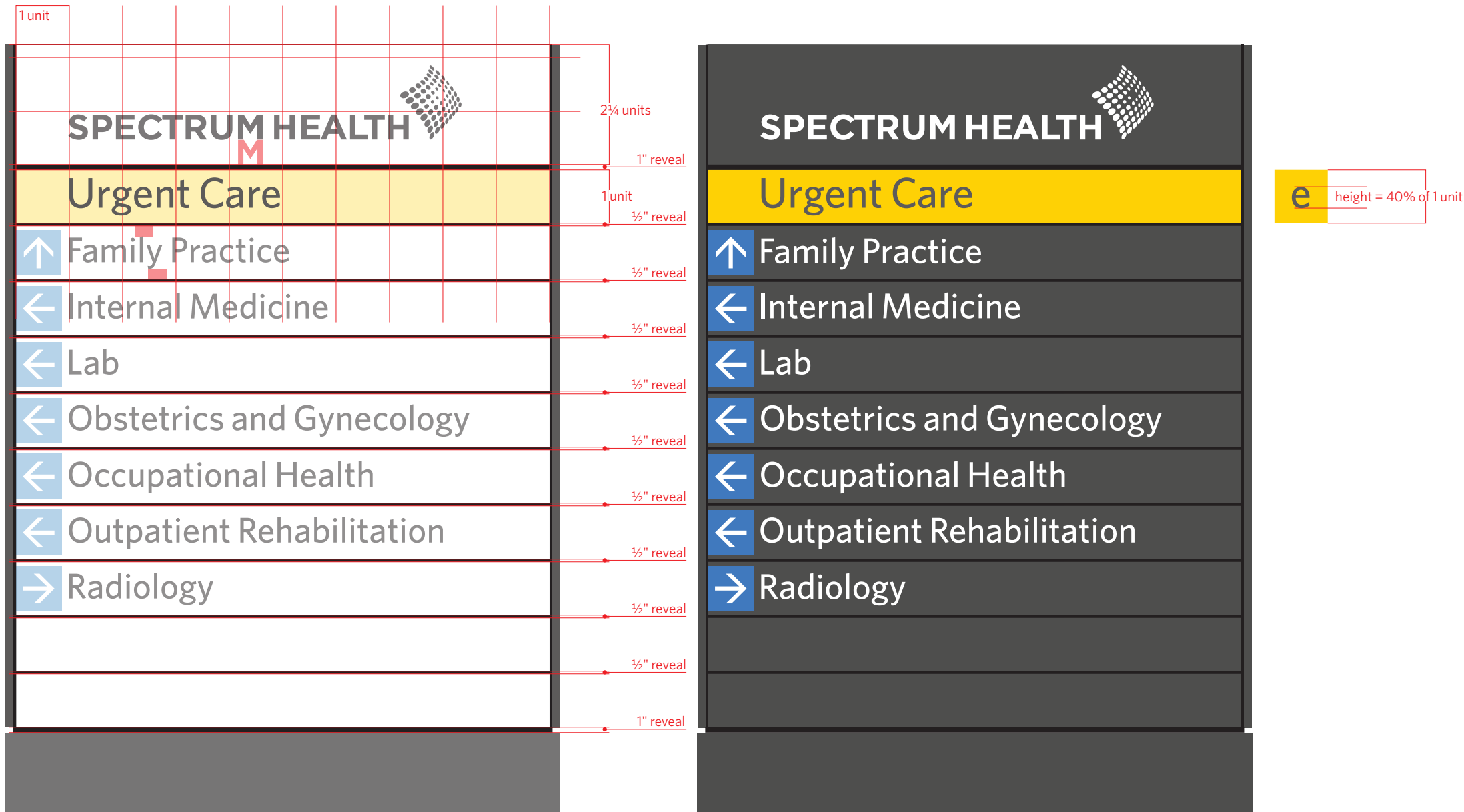
Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

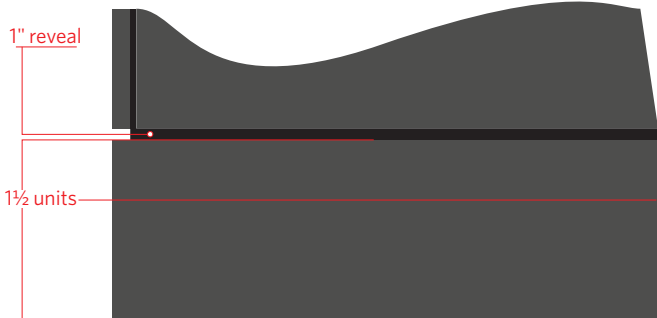
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

“Urgent Care”: Dark gray vinyl

scale: ½" = 12" (10 units wide)



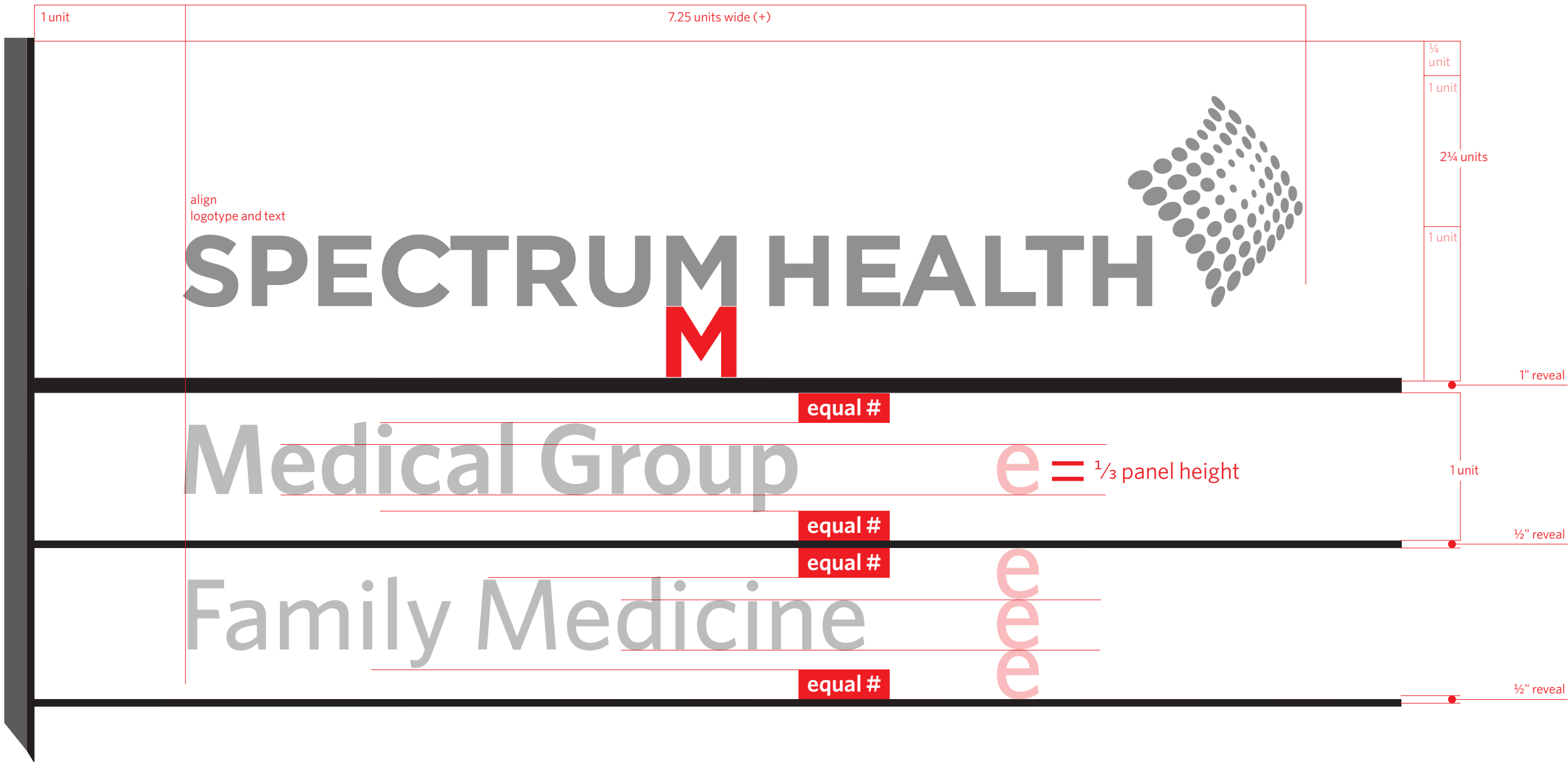
Base: Generally is 1½ units high with 1" reveal



- The example illustrated below is a monument sign with 12" deep panels (a unit in these examples equals 12").
 - Logotypes sit in a 2¼ unit high panel (27").
 - The logotype is positioned one "M"-height above the 1" reveal (as indicated).
 - Space from the base of the "M" to the x-height of the site name is equal to "M"-height.
- Type Sizing**
- "M"-height of the logotype and the cap height of the "T" in the site name are equal (5.578").
 - The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (4").
 - Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

- Alignment**
- The logotype and the panel text align 12" from the left reveal.

scale: 1¼" = 12" (10 units wide)



- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 2¼ units high.
- Lowercase “o” = ⅓ of panel height.
- Lowercase “e” in “Urgent Care” = 40% of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.

- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors

Cabinet and end panels: MP19911
Yellow band: match Sunflower Yellow Scotchcal 3630-25

Illuminated Signs

Logotype: Translucent White Lexan, pushed through and flush to front of sign face

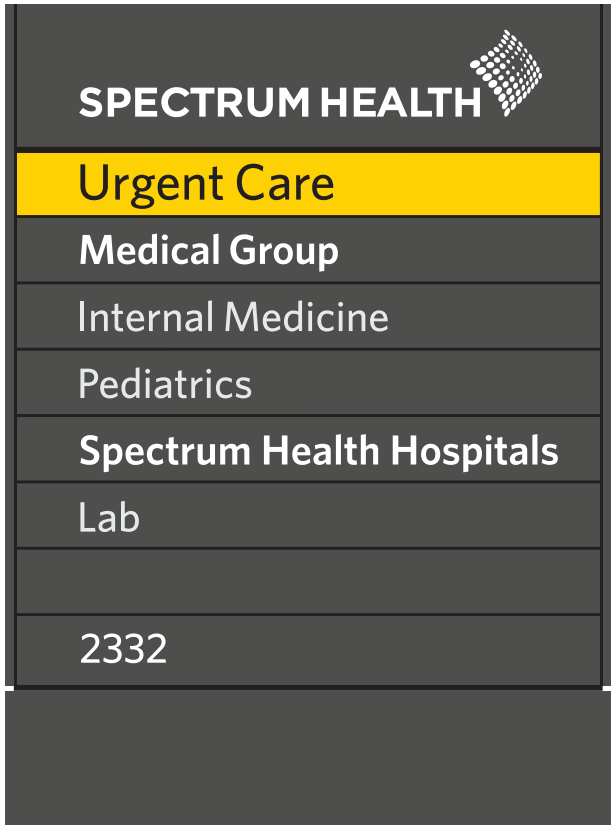
Letterforms:
Providers (Whitney Semibold):
Translucent White Lexan, pushed through and flush to front of sign face

Services (Whitney Medium):
Translucent milk white plex (#2447), pushed through and flush to front of sign face, with subsurface applied opaque white vinyl and diffuser (#3635-30)

Address (Whitney Medium):
Translucent White Lexan, pushed through and flush to front of sign face

“Urgent Care”: Day/night dark gray Lexan, pushed through and flush to front of sign face

scale: ½" = 12" (9 units wide)



scale: ½" = 12" (10 units wide)



- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = 1/3 of panel height.
- Lowercase “e” in “Urgent Care” = 40% of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors

Cabinet and end panels: MP19911

Panels for non-Spectrum occupants: MP18149

Illuminated Signs

Logotype: Translucent White Lexan, pushed through and flush to front of sign face

Letterforms:

Providers (Whitney Semibold):

Translucent White Lexan, pushed through and flush to front of sign face

Tenants (Whitney Medium):

Translucent White Lexan, pushed through and flush to front of sign face

Services on SH United Hospital example (Whitney Medium):
Translucent White Lexan, pushed through and flush to front of sign face

Services on co-location sign (Whitney Medium):
Translucent milk white plex (#2447), pushed through and flush to front of sign face, with subsurface applied opaque white vinyl and diffuser (#3635-30)

Address (Whitney Medium):
Translucent White Lexan, pushed through and flush to front of sign face

Building owned by Kalamazoo Center (Spectrum Health Medical Group and Spectrum Health Hospitals are tenants)
scale: 1/2" = 12" (10 units wide)

Spectrum Health-owned building
scale: 1/2" = 12" (10 units wide)



3 Secondary Directional/Informational

3.1 Panel Sizes

3.2 Pylons

3.3 Post and Panel

3.1 Overview

3.1.1 Panel Sizes One-line

3.1.2 Panel Sizes Two-line

3.2 Pylons

3.2.1 Hospital Structure

3.2.2 Hospital Full Height Examples*

3.2.3 Integrated Care Campus (ICC) Structure

3.2.4 Integrated Care Campus (ICC) Full Height Examples

3.3 Post and Panel

3.3.1 Structure

3.3.2 Structure with Convenient Care

3.3.3 Full Height Examples

- Panels are generally 1 unit high and 8 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = $\frac{1}{3}$ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.

Colors

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

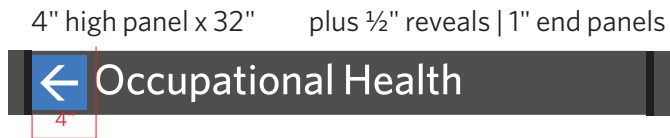
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: 1" = 1'0"



- Panels having 2 lines of copy are generally 1.7 units high and 8 units wide. In instances where lines of text are longer, it is preferable to run text in 2 or even 3 lines, creating a deeper panel. The sign width may be increased in increments of 1 unit to accommodate longer text, but this results in a higher cost than does adding deeper panels, and so should be a last resort.
 - Lowercase “o” = 1/3 of panel height.
 - Distance from left end of panel to beginning of text is equal to the height of the panel.
 - Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
 - The “Arrow Box” is 85% of the height of the panel.
- Colors**
- Arrow box: Process Blue Scotchcal 3630-337
- Illuminated Signs**
- Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs


Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337


Note: 10" panels are illustrated here as examples. The same proportional scaling applies to all other panel heights.

scale: 1" = 1'0"


10" high panel x 75" (7½ units) 17" high panel for 2 lines of copy plus ½" reveals | 1½" end panels




10" high panel x 90" (9 units) 17" high panel for 2 lines of copy plus ½" reveals | 1½" end panels



10" high panel x 80" (8 units) 17" high panel for 2 lines of copy plus ½" reveals | 1½" end panels



10" high panel x 95" (9½ units) 17" high panel for 2 lines of copy plus ½" reveals | 1½" end panels



- Medical Group pylons follow the same guidelines as Hospital pylons
- The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").
- Logotype sits in a 2¼ unit high panel (22.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

Type Sizing

- “M”-height of the logotype and the cap height of the site name are equal to $\frac{1}{3}$ of the panel depth (3.33”).
- The lower case “e” of the text within the panels matches the size of the “M” that is $\frac{1}{3}$ of the panel depth (3.33”).
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

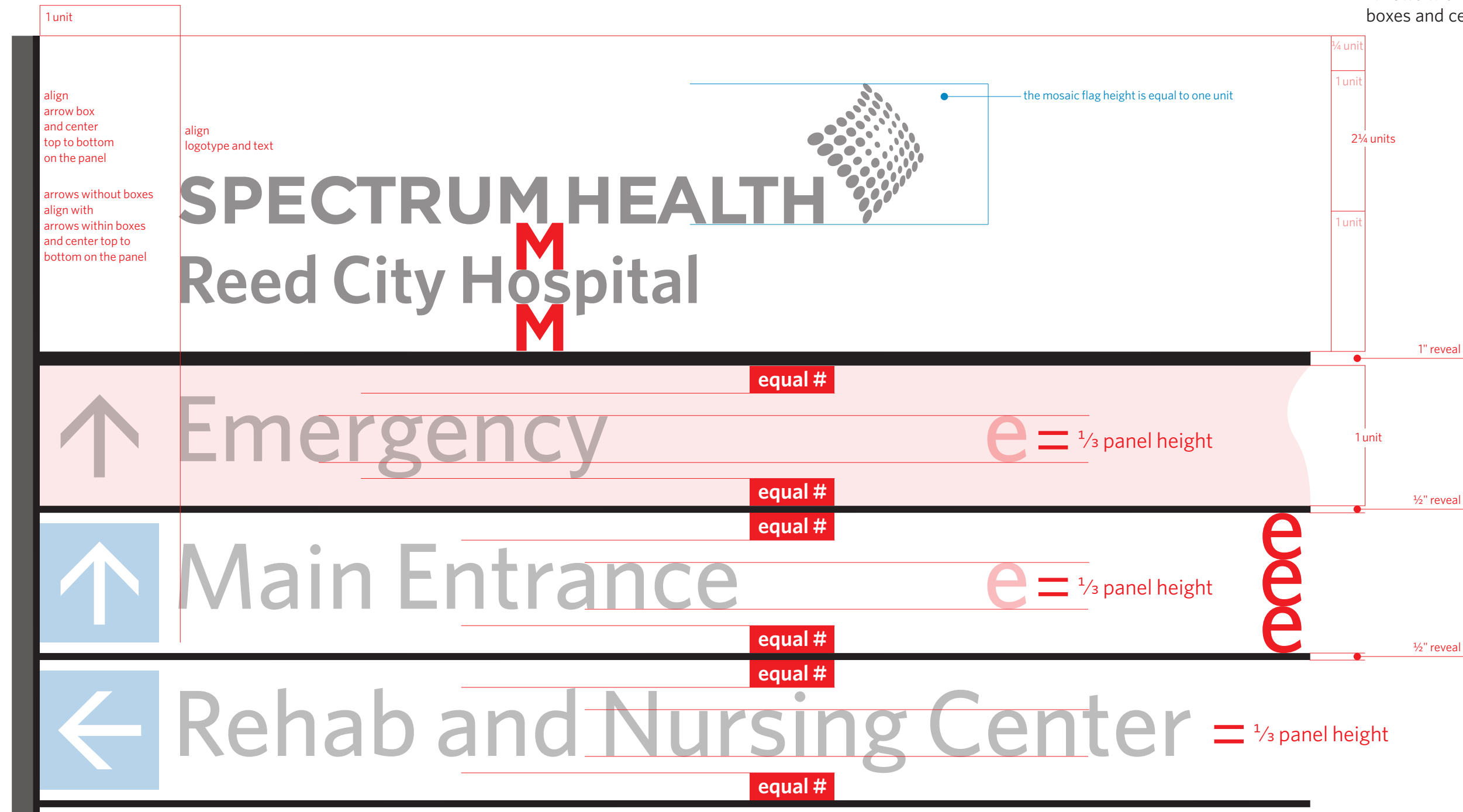
Arrows

- The "Arrow Box" is 85% of the height of the panel (8.5").

Alignment

- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

scale: $1\frac{1}{2}" = 12"$



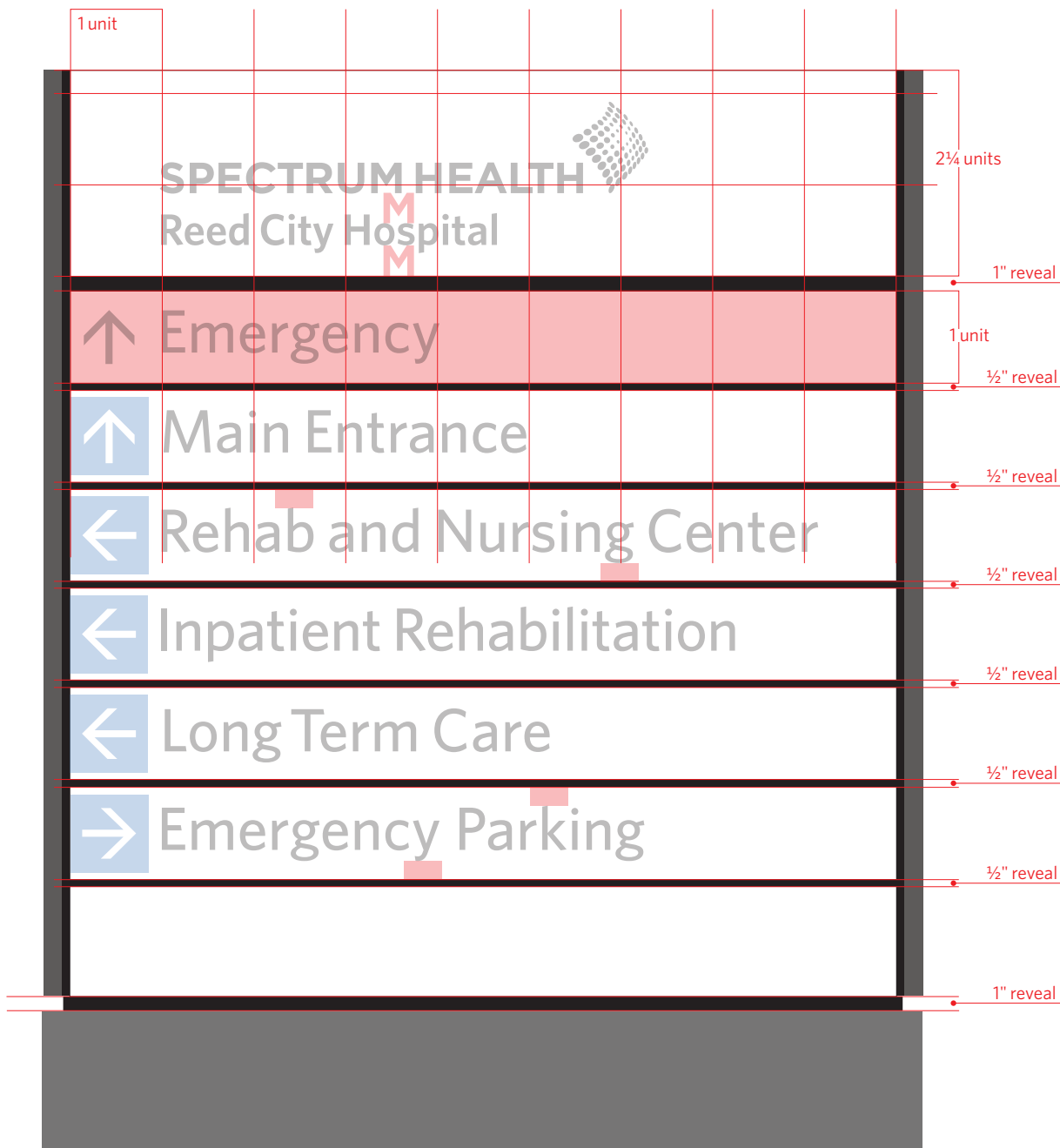
- Medical Group pylons follow the same guidelines as Hospital pylons
- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 1¾ units high.
- Lowercase “o” = ⅓ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
- The “Arrow Box” is 85% of the height of the panel.

Colors
Cabinet and end panels: MP19911
Red band: match Poppy Red Scotchcal 3630-143
Arrow box: Process Blue Scotchcal 3630-337

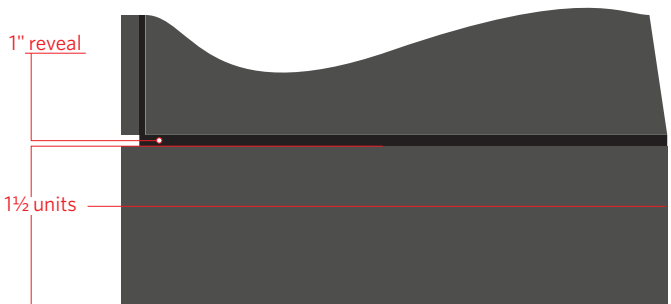
Illuminated Signs
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Letterforms and arrows: Opaque white vinyl
Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: 1" = 11" (9 units wide)



Base: Generally is 1½ units high with 1" reveal



- Medical Group pylons follow the same guidelines as Hospital pylons
- The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").
- Logotype sits in a 1¾ unit high panel (17.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

Type Sizing

- "M"-height of the logotype and the cap height of the site name are equal to ⅓ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

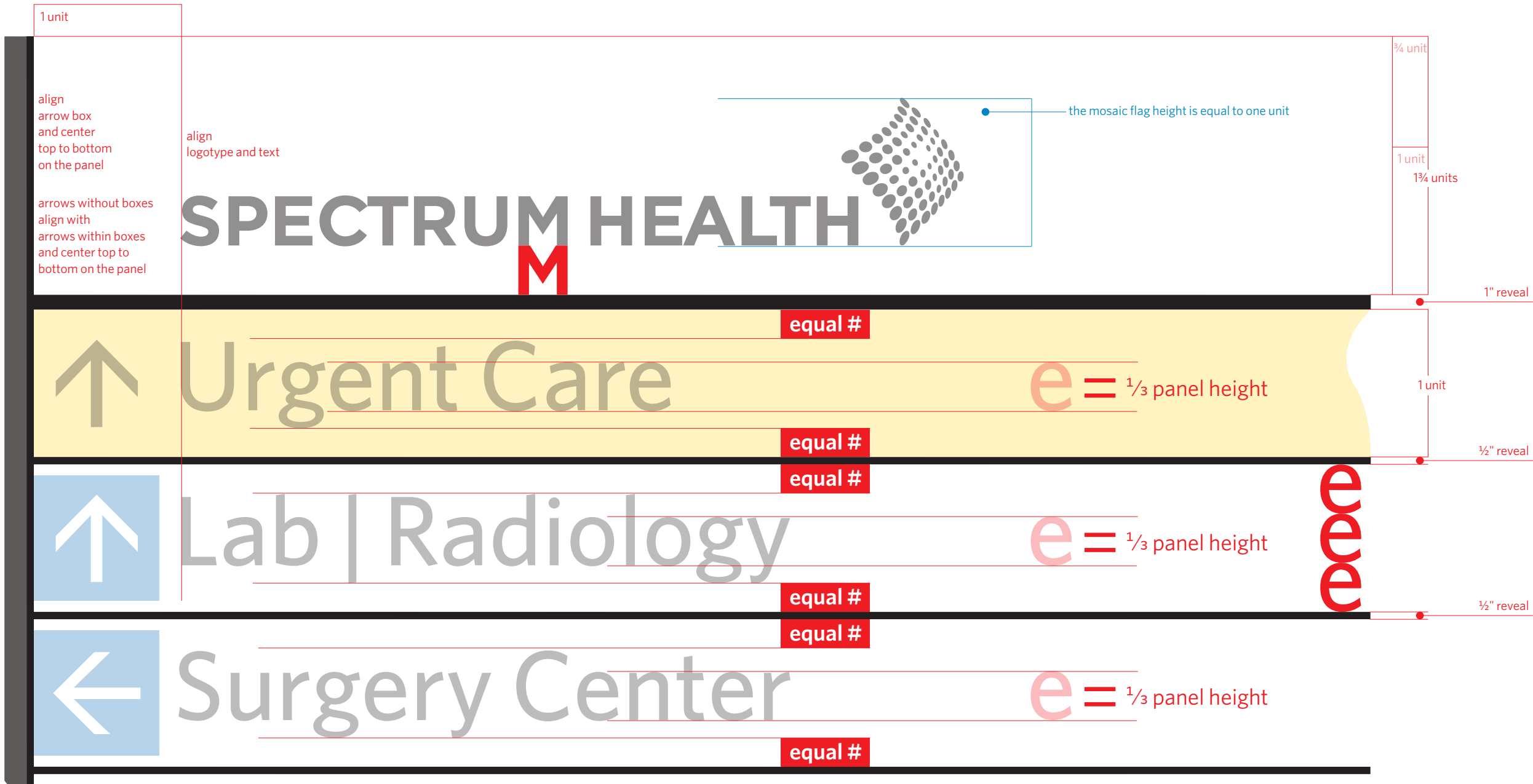
Arrows

- The "Arrow Box" is 85% of the height of the panel (8.5").

Alignment

- The logotype and the panel text align 10" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

scale: 1½" = 12"



- Medical Group pylons follow the same guidelines as Hospital pylons
 - Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
 - The top panel (containing the logotype) is 1¾ units high.
 - Lowercase “o” = ⅓ of panel height.
 - Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).
 - The “Arrow Box” is 85% of the height of the panel.

Colors

Cabinet and end panels: MP19911

Red band: match Poppy Red Scotchcal 3630-143

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

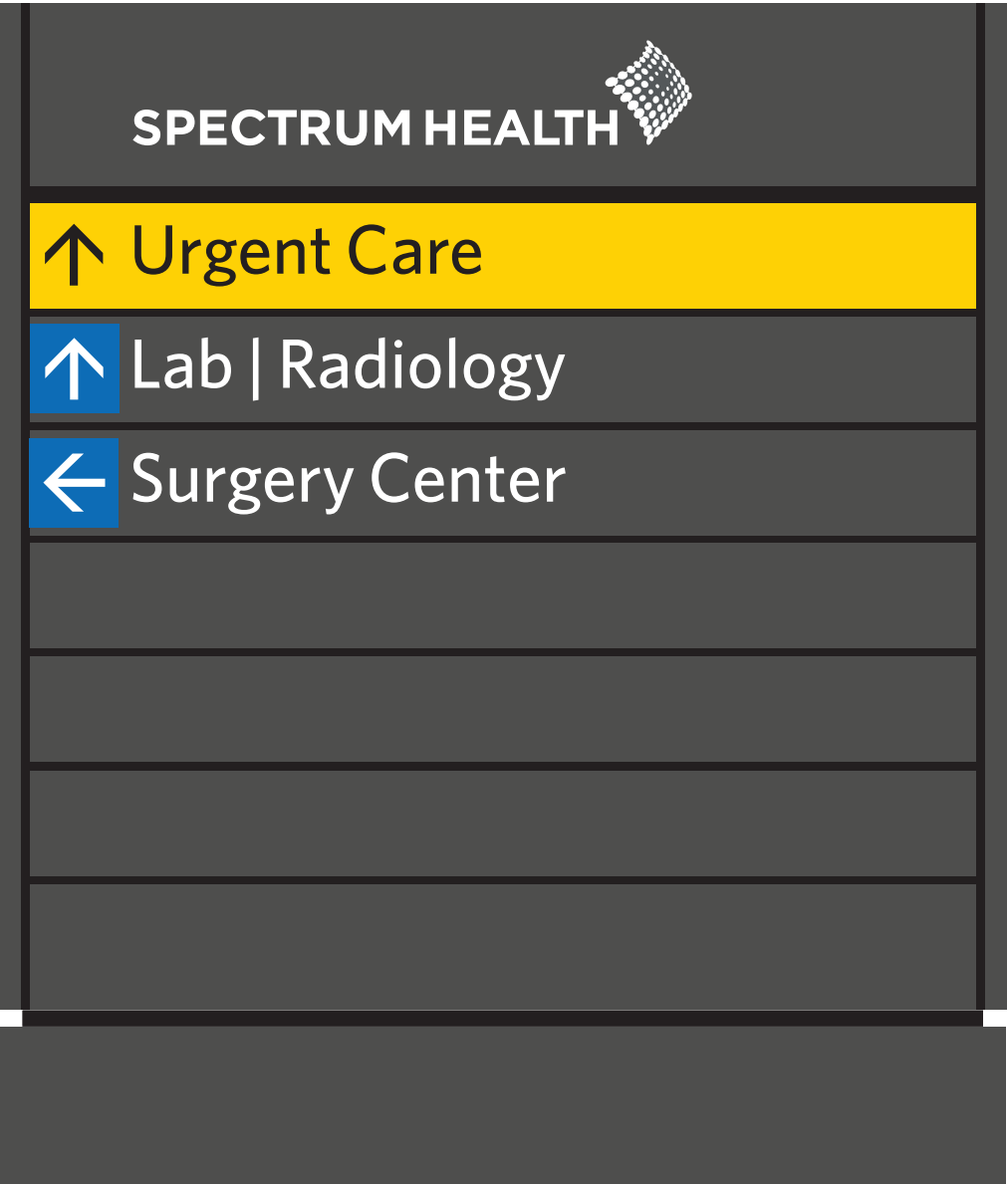
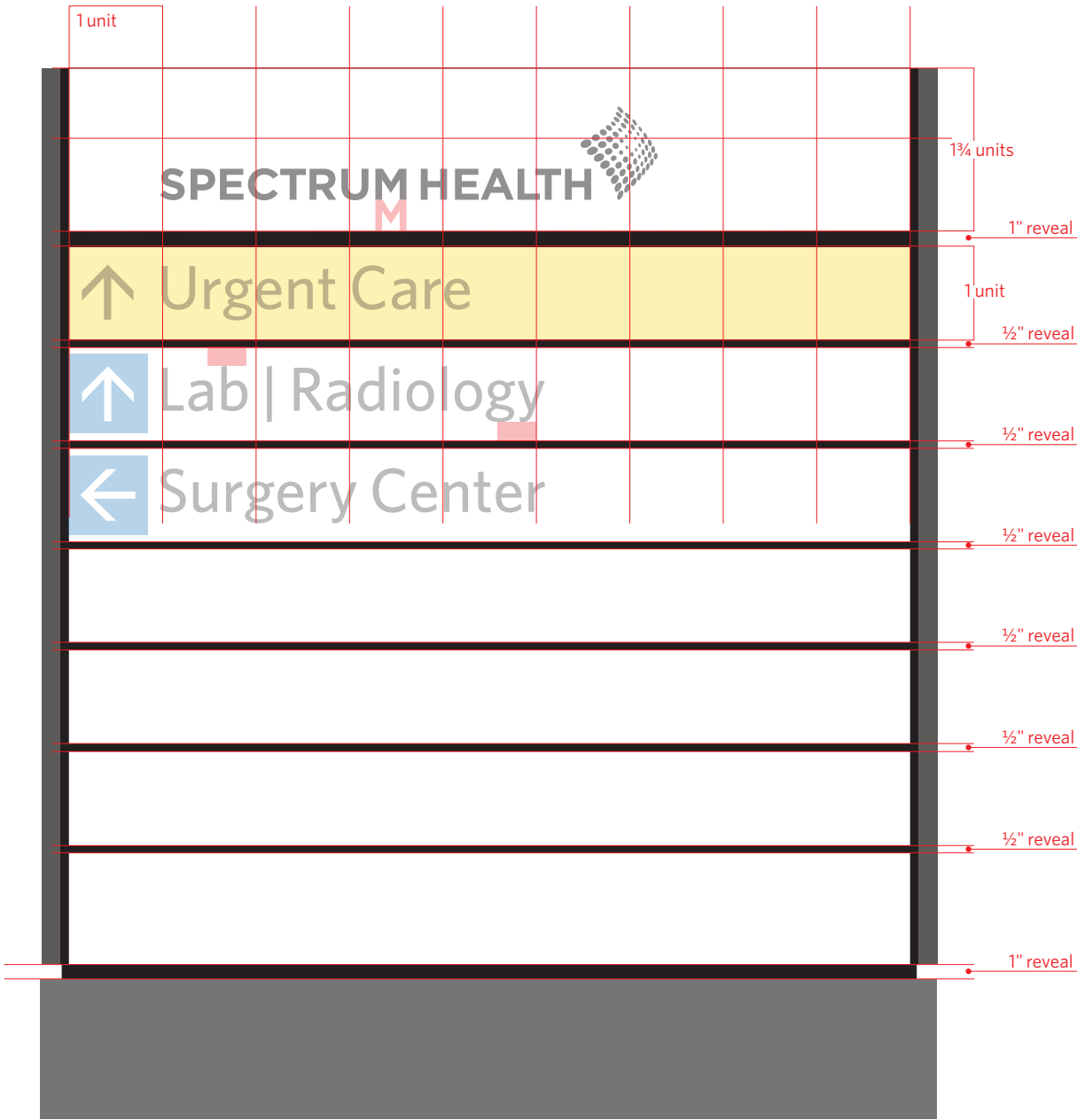
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

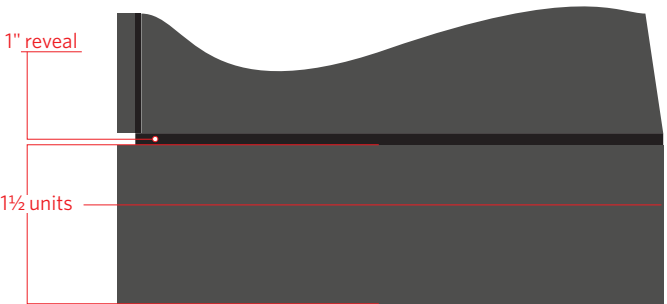
Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: 1" = 11" (9 units wide)



Base: Generally is 1½ units high with 1" reveal



- The example illustrated below is a post and panel sign with 3" deep panels
- Logotype sits in a 2¼ unit high panel (6.75").
- The logotype is positioned one "M"-height above the ½" reveal (as indicated).

Horizontal Reveals
3" panels = ¾" reveals
4" and larger = ½" reveals

Type Sizing

- "M"-height of the logotype ⅓ of the panel depth (1").
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (1").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

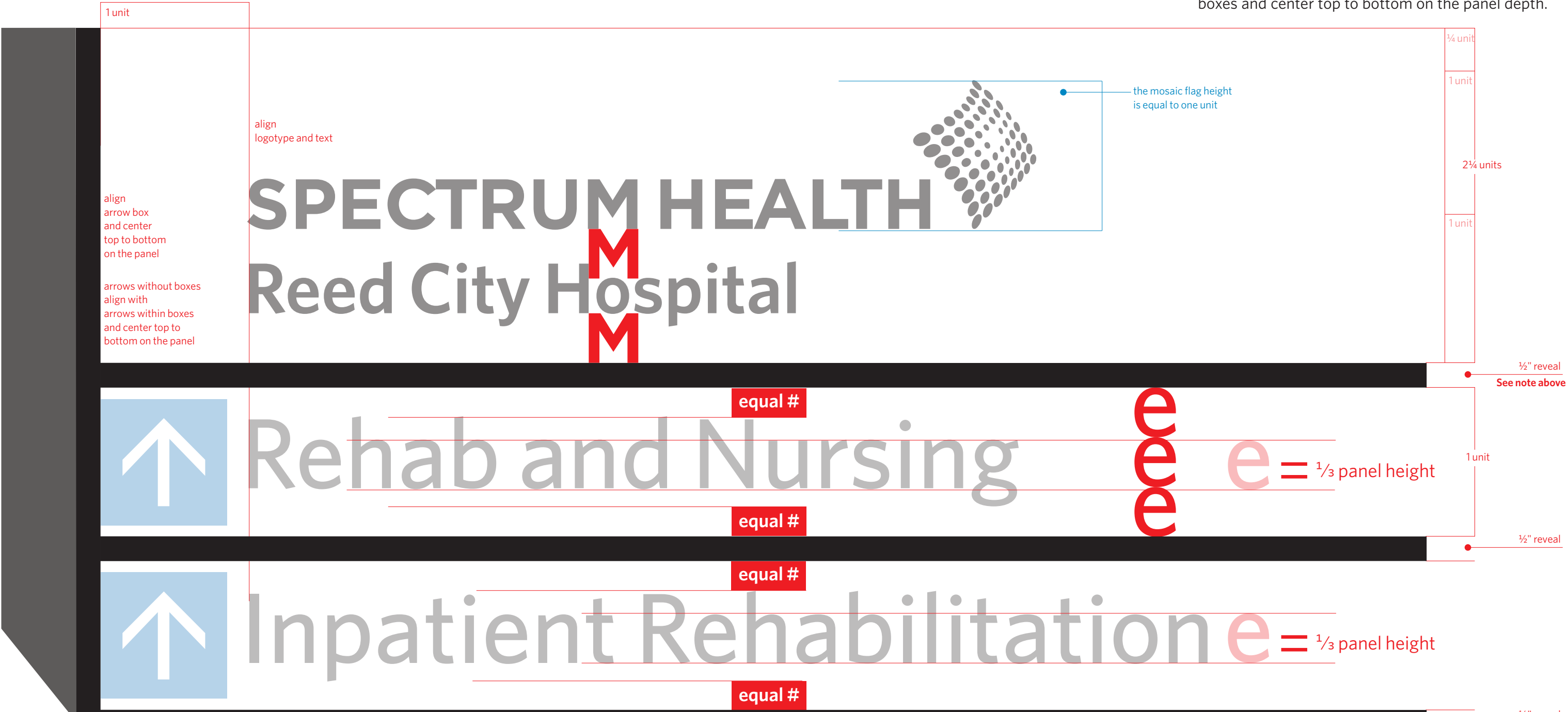
Arrows

- The "Arrow Box" is 85% of the height of the panel (2.55").

Alignment

- The logotype and the panel text align 3" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

scale: 50% of actual size



- The example illustrated below is a post and panel sign with 8" deep panels
- Logotype sits in a 2¼ unit high panel (18").
- The logotype is positioned one "M"-height above the ½" reveal (as indicated).

Horizontal Reveals

3" panels = $\frac{3}{8}$ " reveals

4" and larger = $\frac{1}{2}$ " reveals

Type Sizing

- "M"-height of the logotype $\frac{1}{3}$ of the panel depth (2.67").
- The lower case "e" of the text within the panels matches the size of the "M" that is $\frac{1}{3}$ of the panel depth (2.67").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

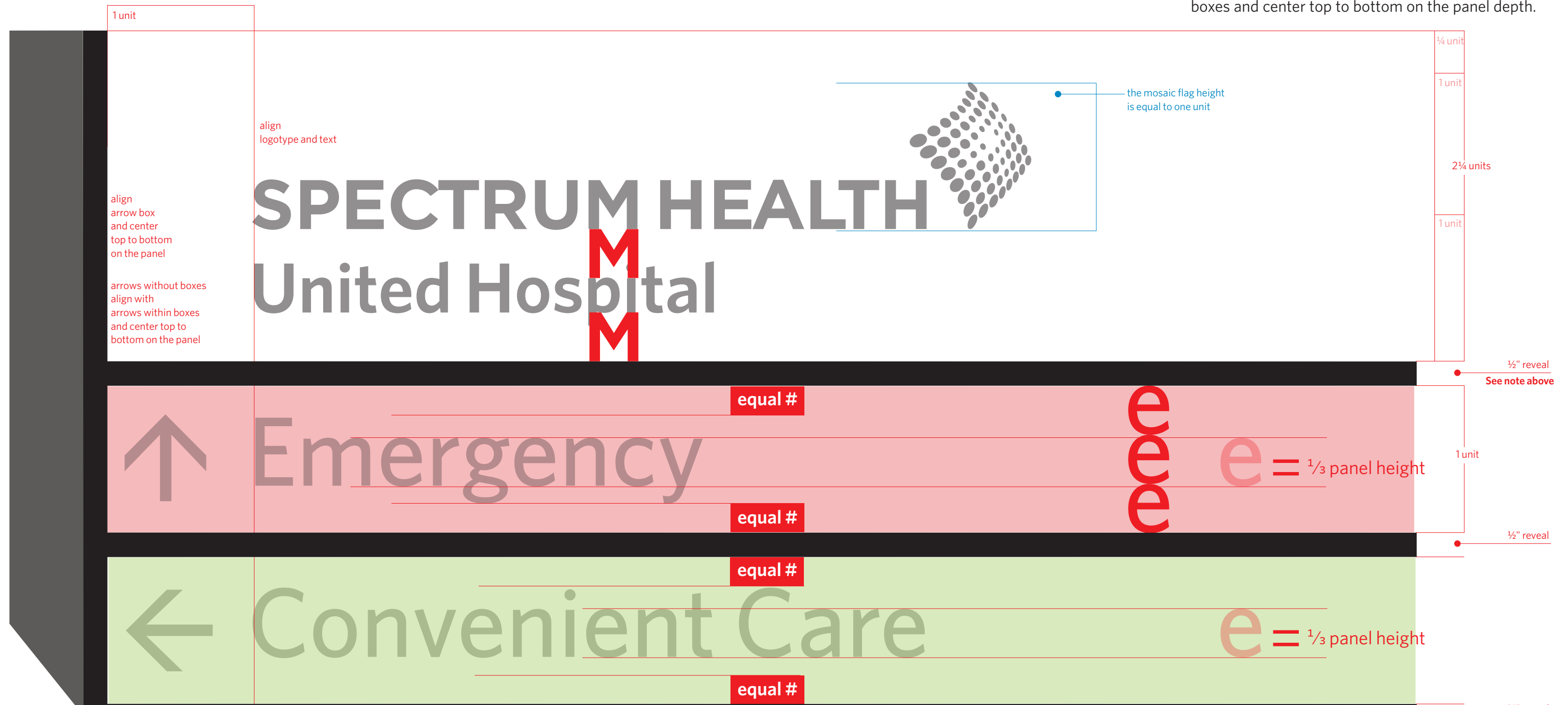
Arrows

- The "Arrow Box" is 85% of the height of the panel (6.8").

Alignment

- The logotype and the panel text align 8" from the left reveal.
- Arrow Boxes are aligned with the left edge of the panel.
- Arrows without boxes align with arrows within the boxes and center top to bottom on the panel depth.

scale: $2.25'' = 12''$



Exterior Signage | Secondary Directional/Informational | Post and Panel | Full Height Example

- Panels are generally 1 unit high and 8 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 1¾ units high.
- Lowercase “o” = ⅓ of panel height.
- Distance from left end of panel to beginning of text is equal to the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

- The “Arrow Box” is 85% of the height of the panel.

Post Heights

36"
42" (used for majority of signs)
48"
60" (used for majority of signs)
72"

Horizontal Reveals

3" panels = ⅜" reveals
4" and larger = ½" reveals

Colors

Cabinet and end panels: MP19911

Arrow box: Process Blue Scotchcal 3630-337

Illuminated Signs

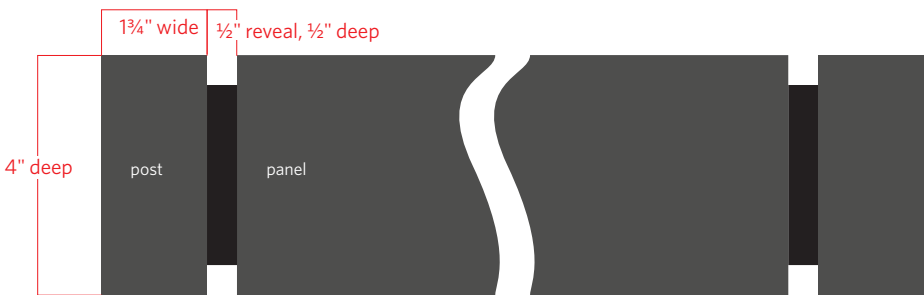
Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

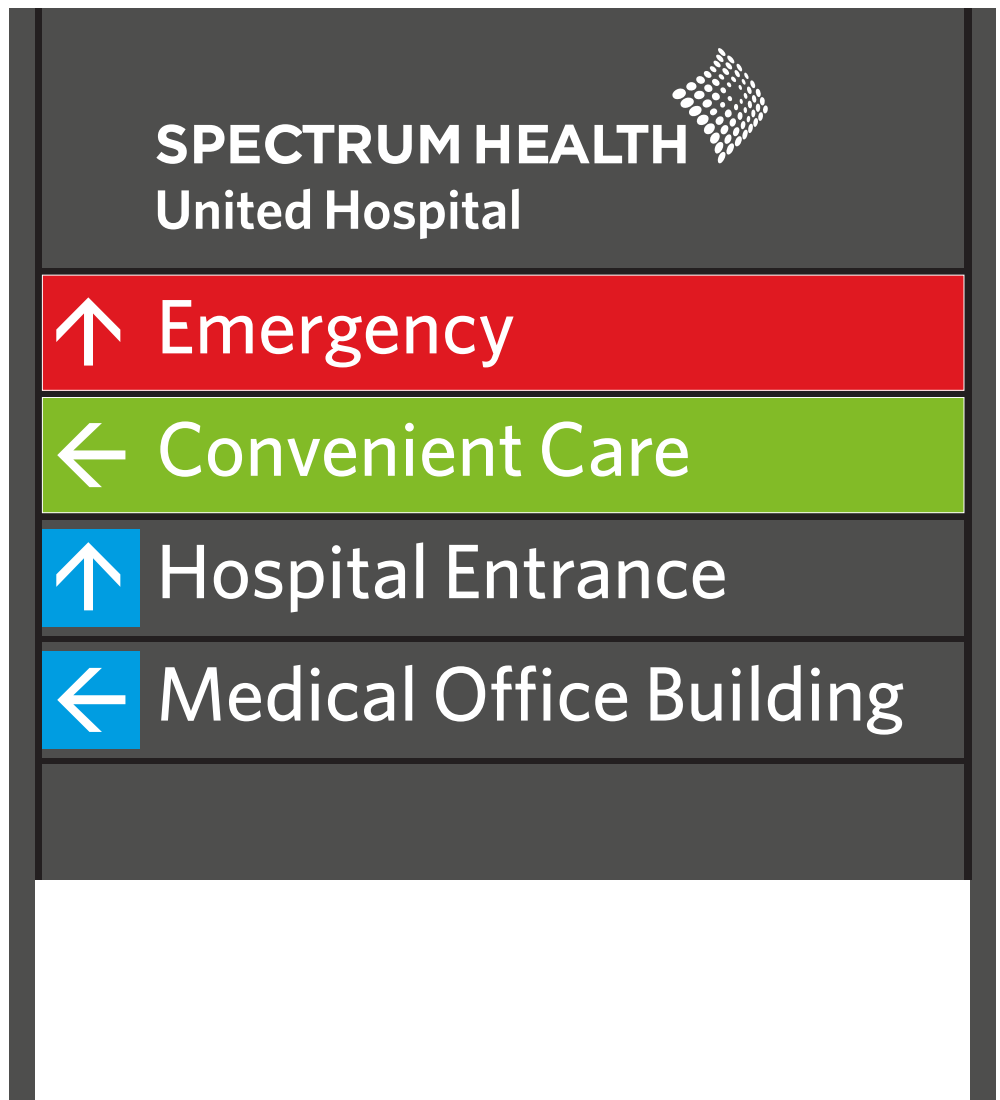
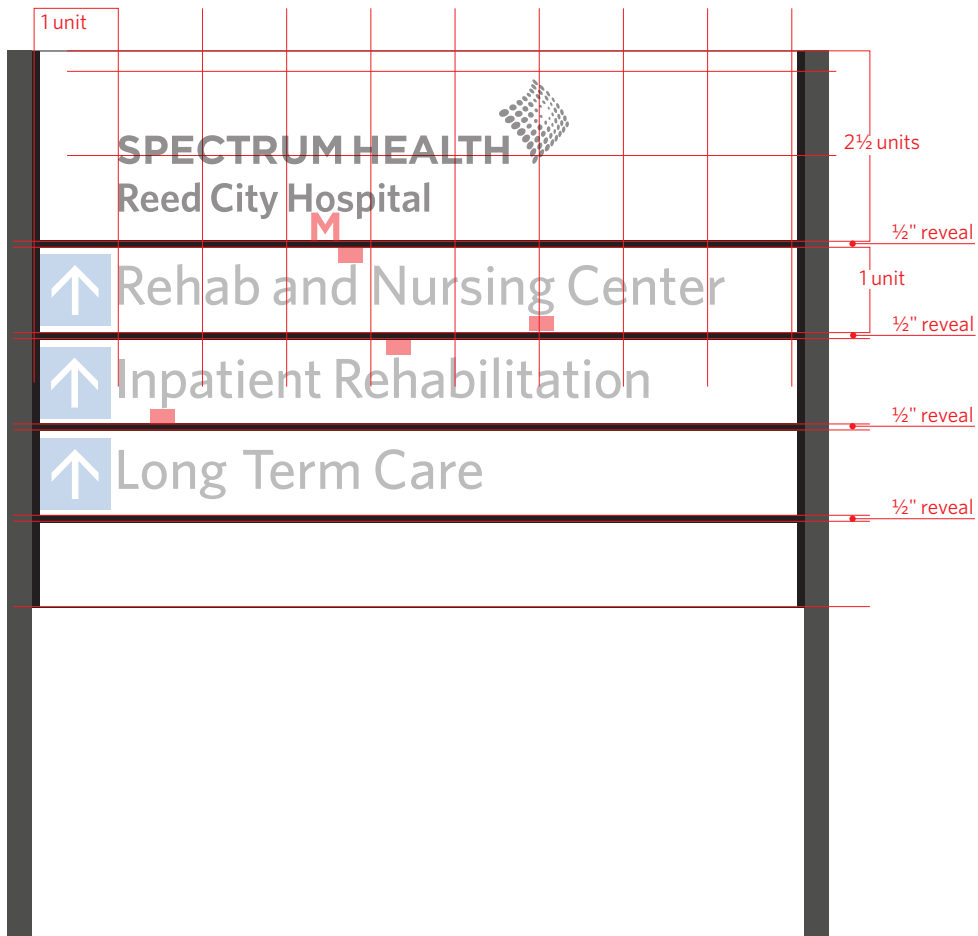
Letterforms and arrows: Opaque white vinyl

Arrow box: White vinyl backing required behind Process Blue Scotchcal 3630-337

scale: ¾" = 10" (9 units wide)



scale: ¾" = 10" (8 units wide)



4 Destination

- 4.1 Panel Sizes
- 4.2 Monument
- 4.3 Wall-Mounted
- 4.4 On-Building

4.1 Panel Sizes	4.3 Wall-Mounted	4.4 On-Building
4.2 Monument	4.3.1 Two-Panel Examples, Spectrum Health	4.4.1 Major Hospitals and Ambulatory Facilities
4.2.1 Structure, Spectrum Health	4.3.2 Four-Panel Example	4.4.2 Major Hospitals and Ambulatory Facilities
4.2.2 Structure, Spectrum Health with Entity Name		4.4.3 Medium and Smaller Ambulatory Facilities
4.2.3 Full Height Examples, Spectrum Health		
4.2.4 Full Height Examples, Spectrum Health with Entity Name		

- Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- Lowercase “o” = $\frac{1}{3}$ of panel height.
- Distance from left end of panel to beginning of text is equal to $\frac{3}{4}$ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

scale: 1" = 1'0"

4" high panel x 28" plus $\frac{1}{2}$ " reveals | 1" end panels



6" high panel x 42" plus $\frac{1}{2}$ " reveals | 1 $\frac{1}{4}$ " end panels



8" high panel x 56" plus $\frac{1}{2}$ " reveals | 1 $\frac{3}{8}$ " end panels



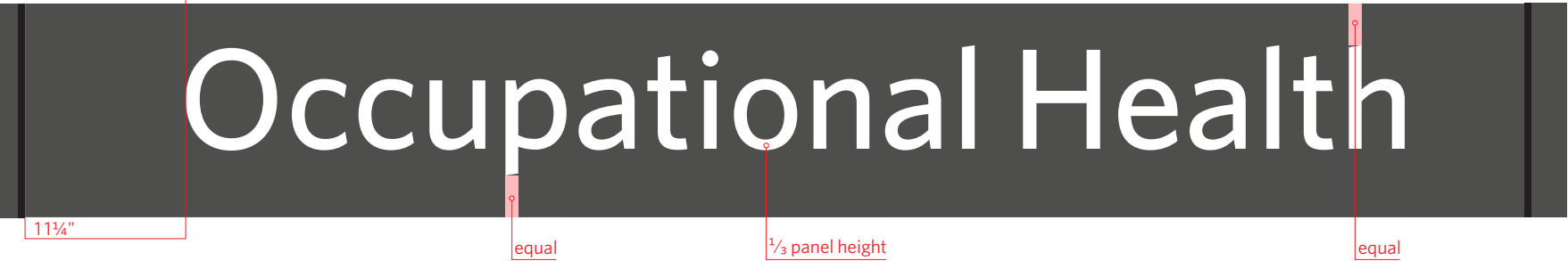
10" high panel x 70" plus $\frac{1}{2}$ " reveals | 1 $\frac{1}{2}$ " end panels



12" high panel x 84" plus $\frac{1}{2}$ " reveals | 2" end panels



15" high panel x 105" plus $\frac{1}{2}$ " reveals | 2 $\frac{1}{2}$ " end panels



Colors

Illuminated Signs

Letterforms and arrows: Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Letterforms and arrows: Opaque white vinyl

- The example illustrated below is a monument sign with 10" deep panels (a unit equals 10").
- Logotype sits in a 1¾ unit high panel (17.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).

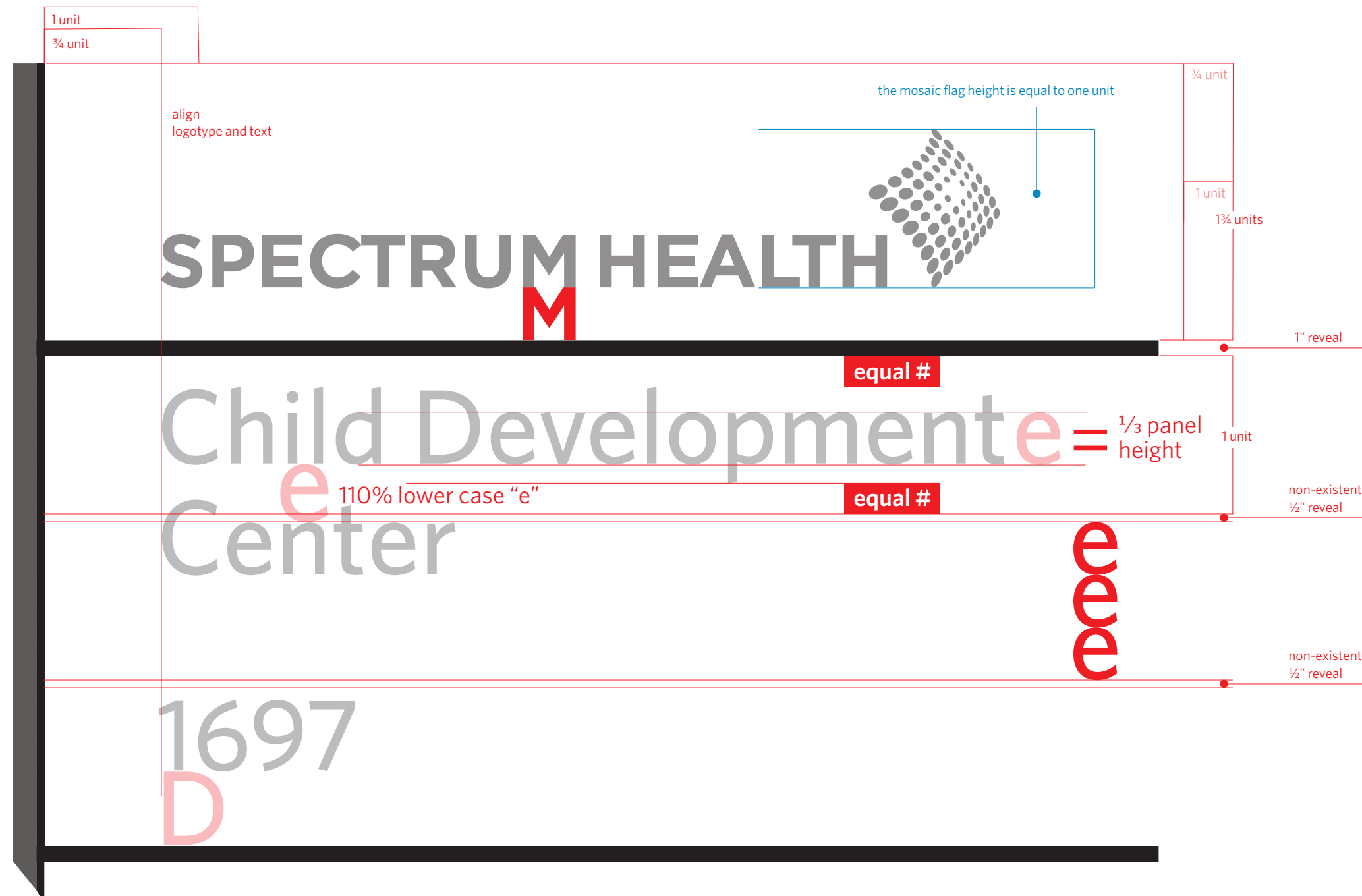
Type Sizing

- "M"-height of the logotype $\frac{1}{3}$ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is $\frac{1}{3}$ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment

- The logotype and the panel text align 7½" from the left reveal.

scale: $1\frac{1}{2}" = 12"$



- The example illustrated below are monument signs with 10" deep panels (a unit in these examples equals 10").
- Logotype sits in a 2¼ unit high panel (22.5").
- The logotype is positioned one "M"-height above the 1" reveal (as indicated).
- Space from the base of the "M" to the x-height of the site name is equal to "M"-height.

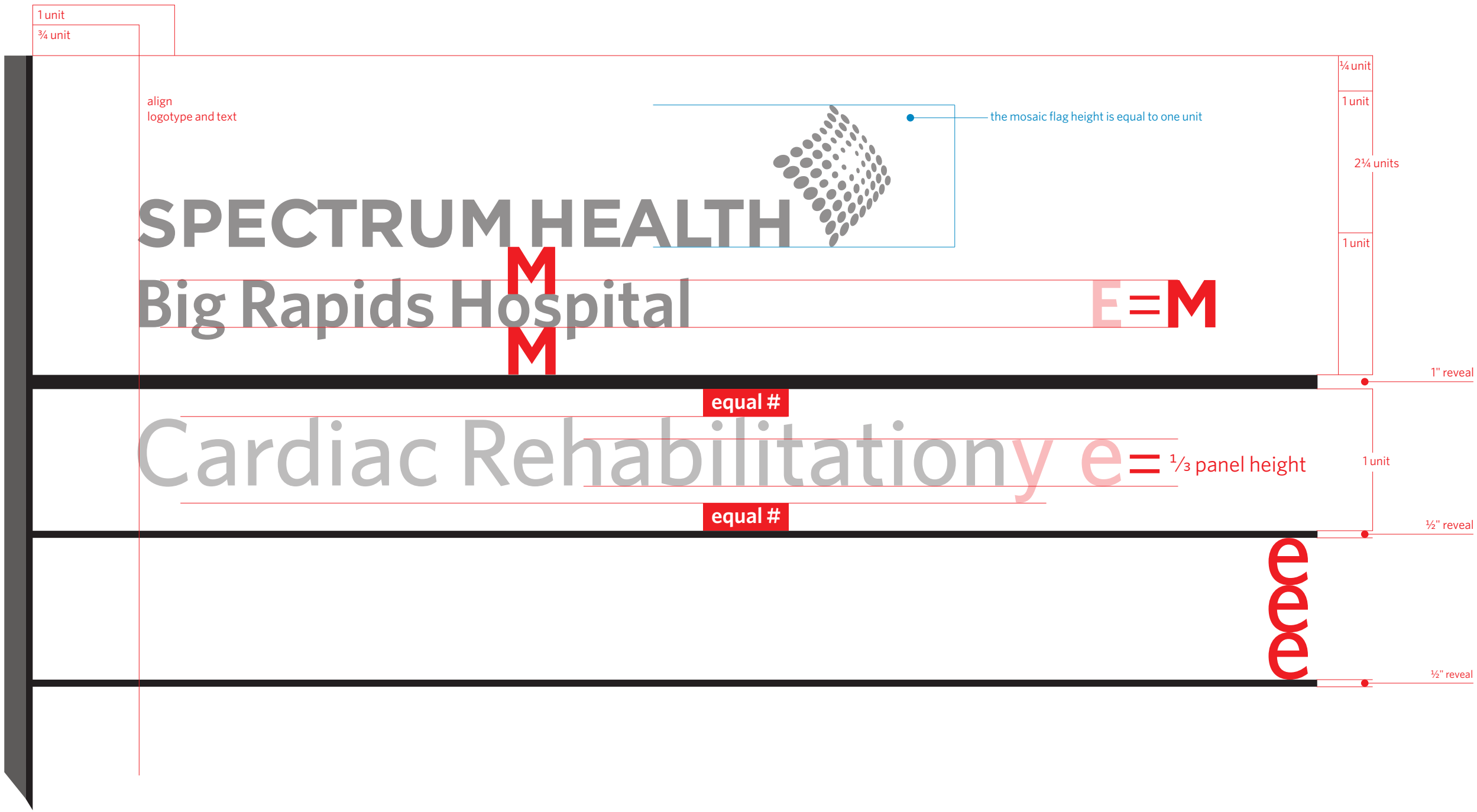
Type Sizing

- "M"-height of the logotype and the cap height of the site name are equal to ⅓ of the panel depth (3.33").
- The lower case "e" of the text within the panels matches the size of the "M" that is ⅓ of the panel depth (3.33").
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Alignment

- The logotype and the panel text align ¾ of a unit (7.5") from the left reveal.

scale: 1½" = 12"



- Panels are generally 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype) is 1¾ units high.
- Lowercase “o” = ⅓ of panel height.
- Distance from left end of panel to beginning of text is equal to ¾ the height of the panel.

Colors

Cabinet and end panels: MP19911

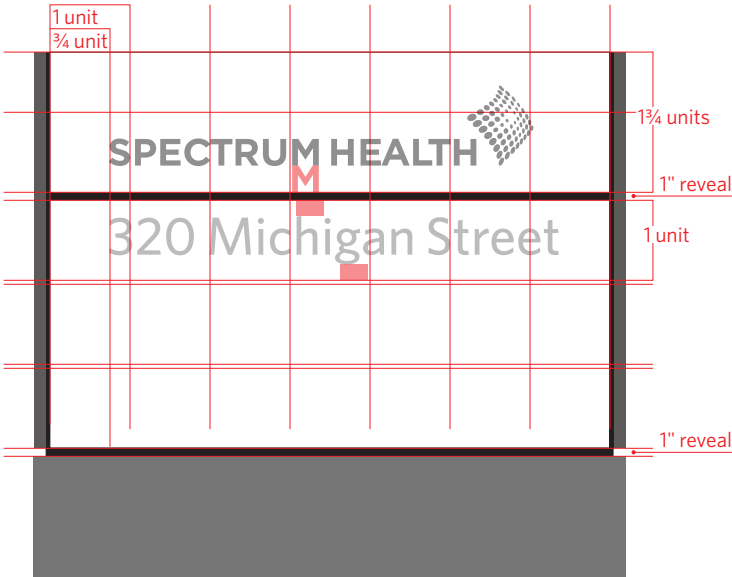
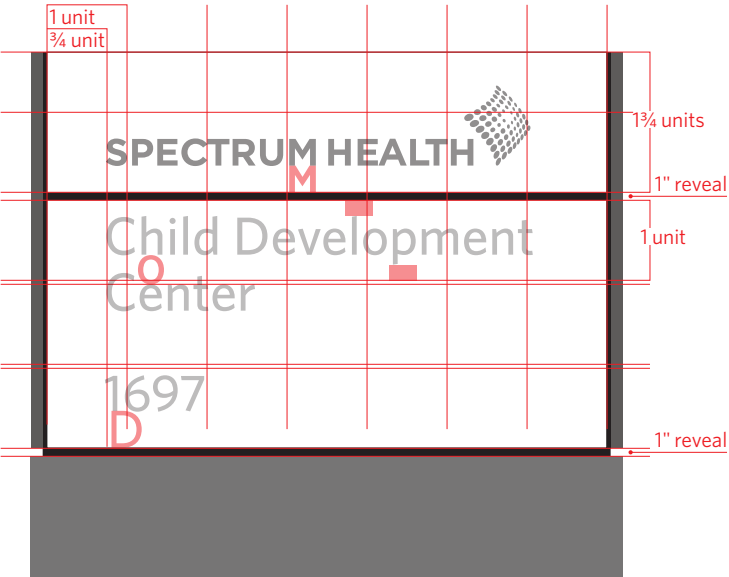
Illuminated Signs

Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Opaque white vinyl

scale: ½" = 12" (7 units wide)



- Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit. In this example, panels are 10 units wide.
- The top panel (containing the logotype) is 2¼ units high.
- Lowercase “o” = ⅓ of panel height.
- Cap “N” in “No Emergencies” = ⅓ of panel height.
- Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors

Cabinet and end panels: MP19911

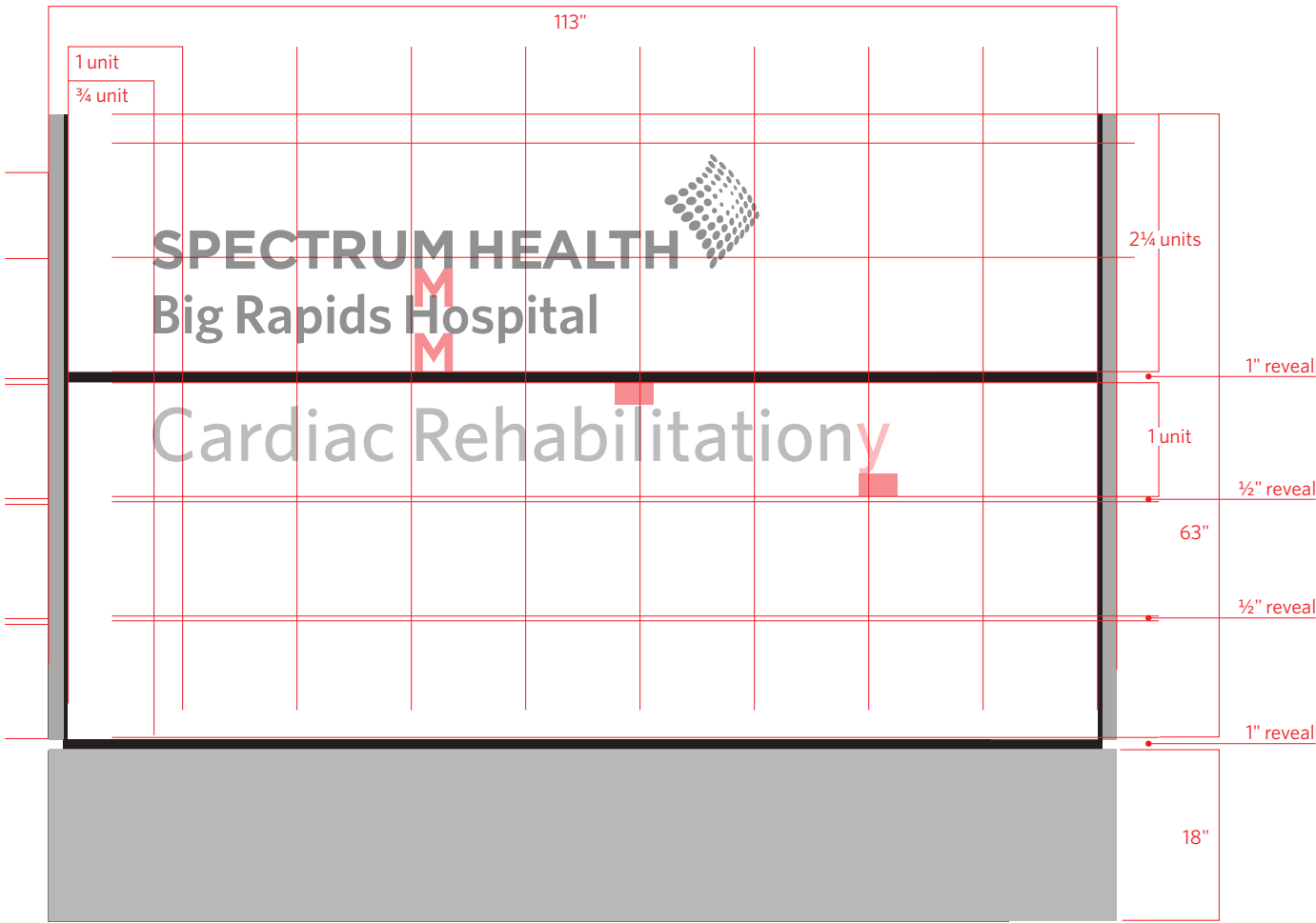
Illuminated Signs

Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs

Opaque white vinyl

scale: ¾" = 12" (9 units wide)



- Panels are generally 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype only) is 1¾ units high. The top panel (containing the logotype with the hospital or facility name) is 2¾ units high.
- Lowercase “o” = ⅓ of panel height.

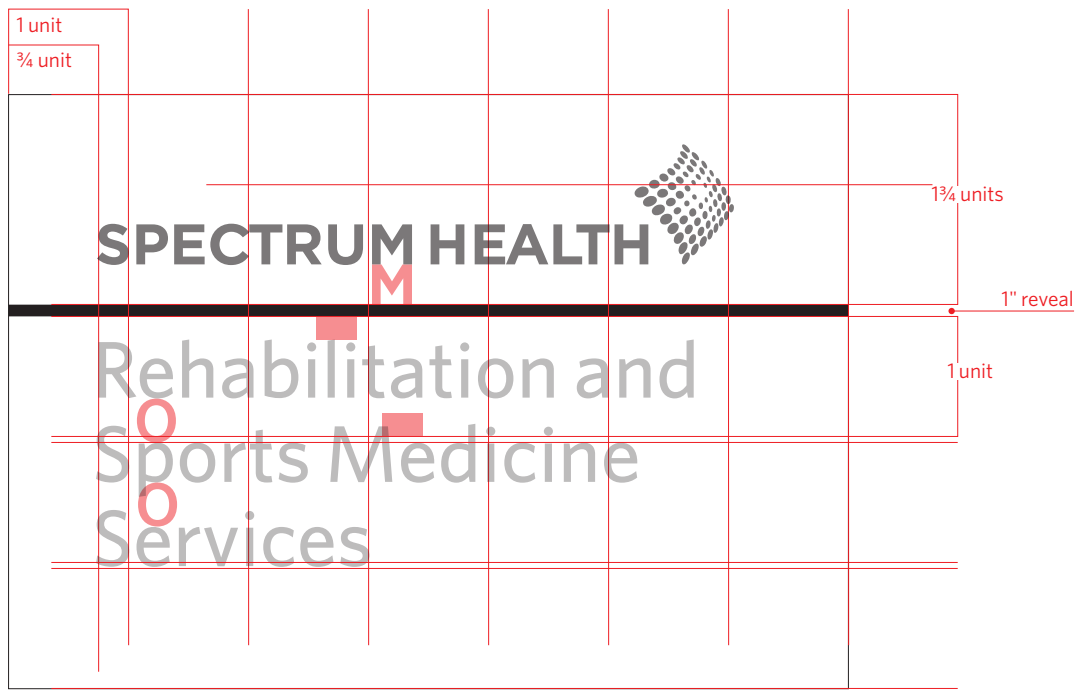
- Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911

Illuminated Signs
Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Opaque white vinyl

scale: ¾" = 12" (7 units wide)



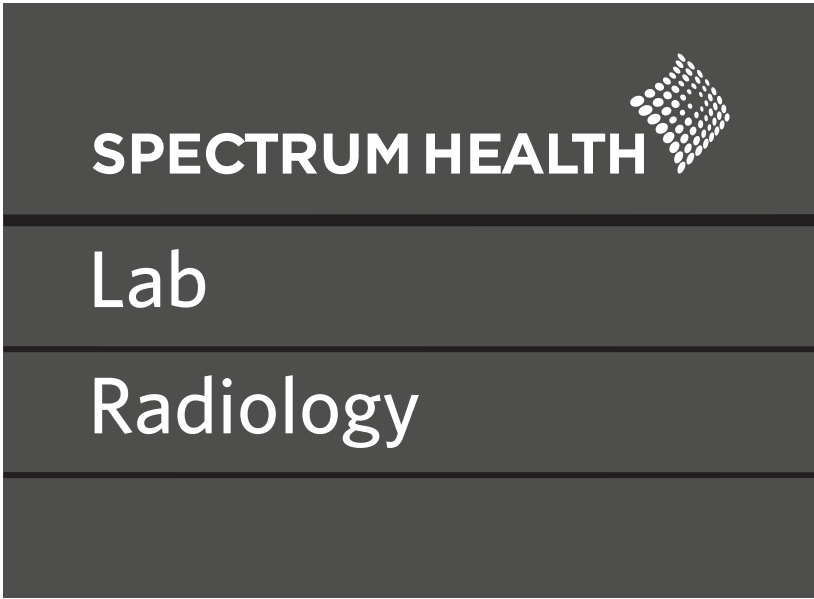
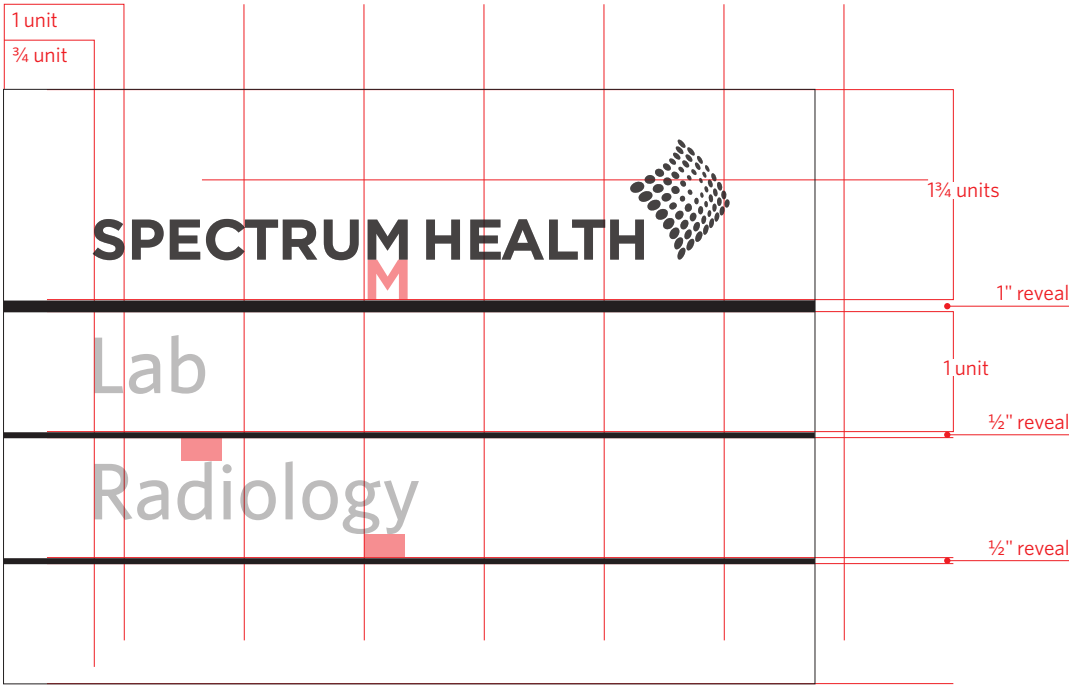
- Panels are shown below 1 unit high and 7 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
- The top panel (containing the logotype only) is 1¾ units high.
- Lowercase “o” = ⅓ of panel height.
- Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors
Cabinet and end panels: MP19911

Illuminated Signs
Translucent White Lexan, pushed through and flush to front of sign face

Non-Illuminated Signs
Opaque white vinyl

scale: ¾" = 12" (7 units wide)



Wall-Mounted Display Lettersets

Wall-mounted display lettersets may be either illuminated or non-illuminated.

Illuminated sign faces are constructed of clear Lexan with translucent silver vinyl (Scotchcal 3630-121) on first surface.

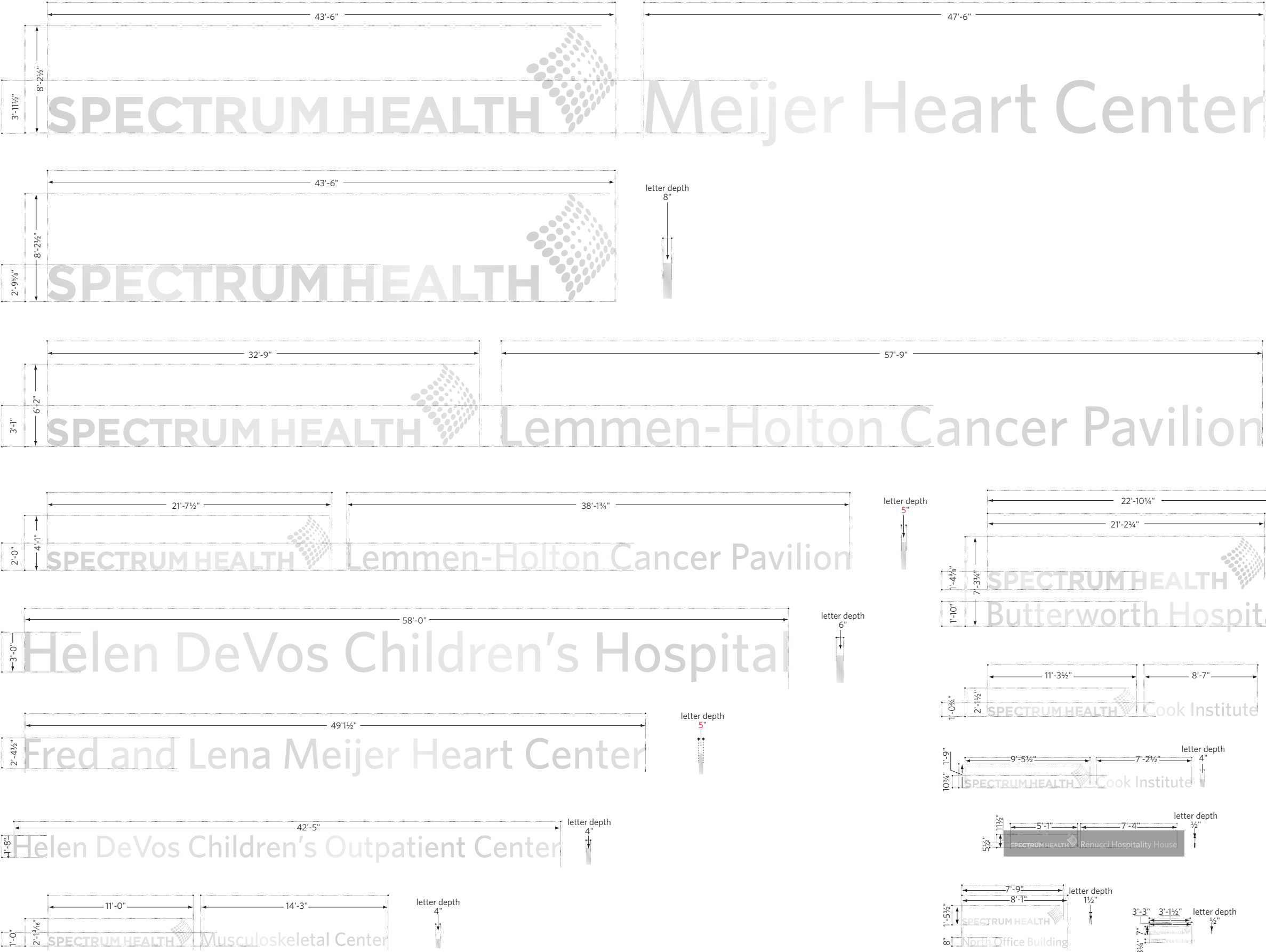
Non-illuminated signs have painted silver faces (Matthews MP18071).

All lettersets have dark silver sides (Matthews MP18149).

Typical height to depth ratio:

H	48"h 8"d (Meijer)
H	36"h 6"d (HDVCH)
H	28"h 5"d (F+LMHC)
H	24"h 5"d (LHCP)
H	23½"h 5"d (Butterworth)
H	20"h 4"d (HDVCO)
H	12"h 4"d (Cook)
H	10¾"h 4"d (Cook)





Typical height to depth ratio:

H	48"h 8"d (Meijer)
H	36"h 6"d (HDVCH)
H	28"h 5"d (F+LMHC)
H	24"h 5"d (LHCP)
H	23 1/2"h 5"d (Butterworth)
H	20"h 4"d (HDVCOC)
H	12"h 4"d (Cook)
H	10 3/4"h 4"d (Cook)

Wall-Mounted Display Lettersets

Wall-mounted display lettersets may be either illuminated or non-illuminated.

Illuminated sign faces are constructed of clear Lexan with translucent silver vinyl (Scotchcal 3630-121) on first surface.

Non-illuminated signs have painted silver faces (Matthews MP18071).

All lettersets have dark silver sides (Matthews MP18149).



Former Spectrum Health Medical Group on-building sign



Current Spectrum Health Medical Group on-building sign



5 Exceptions/Departures

Because of existing conditions or zoning requirements, it may be necessary to depart somewhat from the basic standards.

The following are examples of acceptable variations.

-
- 5.1 **Bradford Heart Center Destination Monument**
 - 5.2 **Sheldon Center Destination Wall-Mounted Sign**

- Distance from base of Spectrum Health and the base of the cabinet face is equal to "M"-height.
- The Spectrum Health logotype is centered side-to-side on the cabinet face width.
- Minimum distance from the top of the cabinet to the top of the mosaic flag = $\frac{1}{3}$ "M"-height.

Colors

Cabinet and end panels: MP19911

Letterforms: Translucent White Lexan, pushed through and flush to front of sign face

scale: $\frac{3}{4}$ " = 12"



Exterior Signage | Exceptions/Departures | Sheldon Center Destination Wall-Mounted Sign

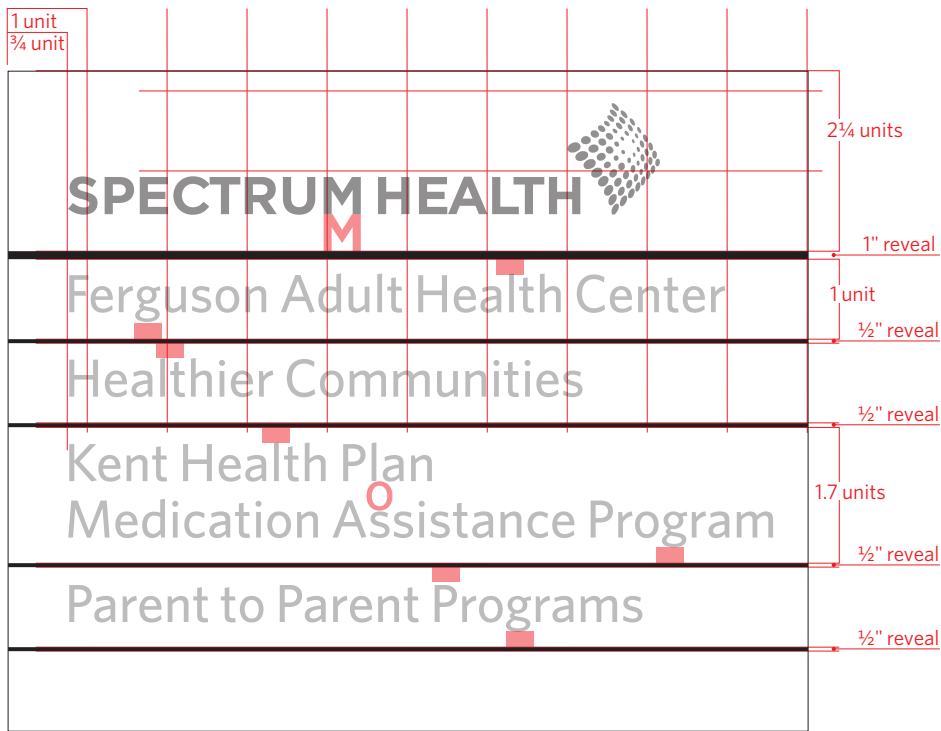
- Panels are shown below 1 unit high and 10 units wide. In instances where lines of text are longer, the panel width may be increased in increments of 1 unit.
 - The top panel is 2¼ units high.
 - Lowercase “o” = ⅓ of panel height.
 - Distance from left end of panel to the beginning of text is equal to ¾ the height of the panel.
- Text is positioned in the panel so that the margin above the tallest ascenders (b, d, h, k and l) is equal to the space below the descenders (g, j, p, q and y).

Colors

Cabinet and end panels: MP19911

Letterforms: Translucent White Lexan, pushed through and flush to front of sign face

scale: ¾" = 12" (10 units wide)



Note: See page 3.1.2 for spacing of two lines of copy.

