Section 10401 Building Graphics Colors and Layouts
Update March 5, 2009
based on comments from OSBI
Part 1
Overview of Color Coding for building signage
The full palette of colors for CSC signage

PMS 2945
PMS 268
PMS 368
PMS 7540
PMS 200
PMS 469
PMS 7405
PMS 1505

black, used for some sign text
One color per level

The 3 main logo colors will represent the 3 main exhibit gallery levels.

Admin levels share the same neutral gray.

A vibrant red for Science Alley.

Garage levels get the earthy tones.
Part 2
The colors applied to signs
Sign Type 1.2 - Exterior ID (East, West & North)

Stainless steel face, 18 gauge brushed #4 horizontal finish. Returns and backs are painted green. Backed up with matching green vinyl, when needed on glass application. Provide 1 letter prototype and green vinyl back up letter on glass.
Sign Type 1.2 - Exterior ID (South - Garage entrance)

Stainless Steel finish. No color applied.

Please note dimensioned alignment on panel. Use electronic artwork for graphic layout.

Connecticut Science Center Parking
1.3 - Exterior wayfinding

Green, Purple and Blue, with white type

refer to arch for details for some installation in planting beds
1.4 - Vinyl lettering

White type, see below for revised layouts

Welcome to the Connecticut Science Center

Tuesday to Sunday: 10:00 AM – 5:00 PM
Closed Mondays (except holidays and summer season)
www.CTScienceCenter.org
(860) SCIENCE

← Please Use Main Entrance
1.7 - Bay ID

Red, with white type.
1.9 - Traffic sign

Red, with white type

- Maintain 80 inches to bottom of sign per code, see shop drwgs for installation notes

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**Bulletin 309R2**

**Building Graphics Colors**

**10401-11**

**P**

**OSBI UPDATE**

ADD ACCESSIBLE ICON TO DROP OFF SIGN

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**LOADING DOCK**

**NO PASSENGER VEHICLES**

**PASSENGER PICK UP/DROPOFF**

**NO PARKING**

**030509**
2.1 - Interior wall-mounted wayfinding, detail

Colors are specific to each floor

- Elevators to the Garage
- Restrooms
- Lockers
2.1 - Interior wall-mounted wayfinding - all floors

Colors are specific to each floor

- **Level 6**: Blue with white type and blue arrow
- **Level 5**: Purple with white type and purple arrow
- **Level 4**: Green with white type and green arrow
- **Level 2**: Gray with white type and gray arrow
- **Level 1**: Red with white type and red arrow
2.1 - Interior wall-mounted wayfinding
Level 1 restroom condition

Red, with white type. Icons in Red.
2.2 - Interior free-standing wayfinding, detail
Colors are specific to each floor
refer to arch for details for some installation inside galleries
2.2 - Interior free-standing wayfinding, all floors

Colors are specific to each floor

- **Level 6**: Blue with white type and blue arrow. Level ID in blue.
- **Level 5**: Purple with white type and purple arrow. Level ID in purple.
- **Level 4**: Green with white type and green arrow. Level ID in green.
- **Level G1**: Orange with white type and orange arrow. Level ID in orange.

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**Pentagram**
2.2 - Interior free-standing wayfinding, Level 1 “kiosk”

Panels on all 3 sides in Red. All other areas to match brushed vertical aluminum.
Poster holders all 3 sides, with non glare and scratch resistance plexi. Poster frame to match Brushed vertical aluminum finish.
2.3 - Directories, detail

Colors are specific to each floor. Level IDs in white, and directory lists in black.

- **Level 6**
  - Smart Energy
  - Planet Earth
  - A River of Life
  - Connecticut River Overlook
  - Roof Garden

- **Level 5**
  - Exploring Space
  - Invention Dimension
  - Sports Lab
  - The Picture of Health

- **Level 4**
  - Forces in Motion
  - Sight and Sound Experience
  - Riverview Terrace
  - Traveling Exhibit Gallery

- **Lobby**
  - Ticketing
  - Gift Shop, Café, and Theater
  - Children's Gallery
  - Elevators and stairs to street and garage levels

- **Level 1**
  - This elevator does not stop on levels 2 and 3 (CSC Offices)

- **Level 2**
  - This elevator does not stop on levels 2 and 3 (CSC Offices)

Only to be used at certain locations. See latest Message Schedule for details.
2.3 - Directories, all floors

Colors are specific to each floor. Level IDs in white, and directory lists in black.

For Level 1 in Red
Plaque for Level 1 in Red
For all Level IDs are in white and directory lists are in black.

Plaque for Level 2/3 in Gray
Plaque for Level 4 in Green
Plaque for Level 5 in Purple
Plaque for Level 6 in Blue

For Level 2/3, text is in white.
2.4 - Vinyl lettering

Location: Plaza 1, loc 1

So that all our guests may have a safe, and enjoyable experience, please know:

- Valid tickets are required beyond this point
- Food and beverages are not allowed in exhibit galleries
- Bags are subject to search
- Please refer to your Visitor's Guide for all other special notices

revised layout, digital art available on request
same size of museum welcome message
(1.25” and .625”)

Pentagram
2.5 - Interior “Special Location” ID, dimensional letters

Stainless steel face, painted returns. Backed up with grey vinyl.
Colors are specific to each floor.
2.5 - Interior “Special Location” ID, dimensional letters, all floors

Horizontal #4 brushed Stainless steel faces, with colored returns specific to each floor

- Gift Shop
- Theater
- Exhibit Galleries
- Elevators
- Elevators
- Elevators
- Elevators
- Elevators
- Elevators
- Elevators
- Pfizer Foundation Science Discovery Center

Signs on Level 1 with Red returns
Signs on Level G1 with Orange returns
Signs on Level G3 with Brown returns
Signs on Level G2 with Yellow returns
2.5 - Interior “Special Location” ID, dimensional letters
Horizontal #4 brushed Stainless steel faces, with colored returns specific to each floor

Welcome to the Connecticut Science Center
Level G1  2.5/3 (Orange returns)
revised layout (“the” added), digital art available on request
2.5 - Interior “Special Location” ID, cut vinyl letters, detail

Colors are specific to each floor
2.5 - Interior “Special Location” ID, cut vinyl letters, all floors

Colors are specific to each floor

Rooftop Garden

Sports Lab

The Picture of Health

Riverview Terrace

Travelers Science Hall

This sign on Level 6 to be made with 3M Intense Blue vinyl

This sign on Level 6 to be made with 3M Royal Purple vinyl

This sign on Level 4 to be made with 3M Apple Green, or Avery Light Green vinyl

This sign on Level 2 to be made with Etchmark “frosted” vinyl

all mounting loc to be verified in field
2.5 - Interior “Super Graphics” ID, digitally printed perf vinyl graphics

Type white, background colors are specific to each floor

**Forces in Motion Sight and Sound Experience**
- 2.5 loc #1 North - 400 A/B
- 2.5 loc #3 South - 400 C

**Exploring Space Invention Dimension**
- 2.5 loc #1 North - 500 A/B

**Level 5 Sports Lab The Picture of Health**
- 2.5 loc #2 South - 507 B/C

**Smart Energy Planet Earth A River of Life Connecticut River Outlook**
- 2.5 loc #2 South - 607 B/C

fab to provide bleed all sides verify dims in field
2.6 - Informational signs, detail

Colors are specific to each floor. Type varies white or black depending on background color.
2.6 - Informational signs

Colors are specific to each floor. Type in white, except black type on yellow or orange background (to achieve min contrast levels).

- **Level G1:** Orange with black type
- **Level G3:** Yellow with black type
- **Level G3:** Brown with white type
- **Level 1:** Red with white type
- **Levels 2 & 3:** Gray with white type
- **Levels 4:** Green with white type
- **Levels 5:** Purple with white type
- **Levels 6:** Blue with white type
2.6 - Informational signs, all rev layouts

Colors are specific to each floor. Type in white. Use artwork provided.

- THIS WAY TO STREET EXIT
- AUTHORIZED PERSONNEL ONLY
- ELEVATOR LOBBY
- EMERGENCY EXIT ONLY
- TO ELEVATOR AND RESTROOM

Signs have revised messages/layouts as shown here. Digital artwork is available on request.
3.1 - Room and Door signs, Front of House, detail

Colors are specific to each floor. Type in white.

G301
ELEVATOR
LOBBY

030509
OSBI UPDATE
TACTILE AND
BRAILLE FOR ALL
PERM RM # AND
ROOM NAMES
3.1 - Room and Door signs, Front of House, all floors

Colors are specific to each floor. Type in white.

Level G1: Orange with white type
Level G3: Brown with white type
Level 1: Red with white type
Levels 2 & 3: Gray with white type

030509
OSBI UPDATE
TACTILE AND BRAILLE FOR ALL
PERM RM # AND ROOM NAMES
3.1 - Room and Door signs, FOH, all rev layouts

Colors are specific to each floor. Type in white. Use artwork provided.

STAIRS TO OFFICES

030509
OSBI UPDATE
TACTILE AND BRAILLE FOR ALL PERM RM # AND ROOM NAMES

1-3.1/1

signs have revised messages/layouts as shown
digital artwork is avail on request
3.2 - Room and Door signs, Front of House, changeable

Gray with white type

Paper Insert w/ text
3.3 - Restroom sign, Front of House, detail

Colors are specific to each floor. Type and icon in white.
3.3 - Restroom sign, Front of House, all floors

Colors are specific to each floor. Type and icon in white.

- Level 6: Blue with white type & icon
- Level 5: Purple with white type & icon
- Level 4: Green with white type & icon
- Level 1: Red with white type & icon
- Levels 2 & 3: Gray with white type & icon
- Level G1: Orange with black type & icon
3.4 - Room and Door signs, Back of House

Gray with white type. Secondary message in white cut vinyl.

grey signs with white type

030509
OSBI UPDATE
TACTILE AND
BRAILLE FOR ALL
PERM RM # AND
ROOM NAMES
3.4 - Room and Door signs, BOH, all rev layouts

Gray with white type. Secondary message in white cut vinyl.

G127 GARAGE OFFICES
G1-3.4/8

G136 OPERATIONS SUPPORT
G1-3.4/22

G203 STORAGE
G2-3.4/2

616 MECHANICAL
6-3.4/2

G167 PLENUM
G1-3.4/37

131 SERVICE AREA
G1-3.4/37

617 MECHANICAL
6-3.4/1

030509 OSBI UPDATE TACTILE AND BRAILLE FOR ALL PERM RM # AND ROOM NAMES

signs revised messages/layouts as shown digital artwork is avail on request
3.5- Room and Door signs, Back of House, changeable

Gray with white type

all changeable signs are grey with white type
3.6 - Restroom sign, Back of House

Gray with white type and icons
4.1 Egress Map, rev design, code requirements

Elevator bank sign with pictogram, elev code info (confirm color blue or black) and blue star of life graphic. This replaces star of life signs on elevator jambs.

In Fire Emergency, Do Not Use Elevator
Use Exit Stairs

In Fire Emergency, Do Not Use Elevator
Use Exit Stairs

In Fire Emergency, Do Not Use Elevator
Use Exit Stairs

In Fire Emergency, Do Not Use Elevator
Use Exit Stairs

In Fire Emergency, Do Not Use Elevator
Use Exit Stairs

Elev F (aka #9) has no star of life symbol
4.2 - Level Designations for elevator jambs, detail

Colors are specific to each floor. Lettering in white or black dependant on background contrast.

030509
OSBI UPDATE
2 IN TACTILE
NUMBER AND
FOR “G” LEVELS,
INCREASE PLAQUE
SIZE TO 3.5 INCHES
4.2 - Level Designations for elevator jambs, all floors

Colors are specific to each floor. Lettering in white or black dependant on background contrast.

- Level 6: Blue with white type & icon
- Level 5: Purple with white type
- Level 4: Green with white type
- Levels 2 & 3: Gray with white type
- Level 1: Red with white type

- Level G3: Brown with white type
- Level G2: Yellow with BLACK type
- Level G1: Orange with BLACK type
4.3 - Fire Stair signs, occupant side, rev design, code

White with red type

Tactile and Braille 5/8” letters, big letters flat. Mount next to latch side of occupant side door, as required by code.

Signs have revised messages/layouts digital artwork is avail on request
4.4 - Fire Stair signs, stair side, rev design, code

White with red type

No roof access.
Access to levels G3 to G1.
This level exit to street.

All letters flat (no tactile and Braille) mount middle of wall inside stairwell on landing. see location plans

signs have revised messages/layouts digital artwork is avail on request
4.5 - Occupancy Load signs

White with black type.
Revised "Per Order of the Fire Marshal" copy per SK-309R-1, only.
All numbers correct as AGI showed in shop drwgs.

Fire Marshal Notice.
The occupant capacity of this room is 125

3 signs
exterior grade

2 locs on level 4
(4.5/3, 4.5/2)
1 loc on level 6
(4.5/2)
4.7 - Fire extinguisher, rev design

Photopolymer sign with red background with white graphics.

sign has revised messages/layouts
digital artwork is avail on request
4.8 - Accessible Route signs

Colors vary per floor.
4.8 - Accessible Route signs, all rev layouts

Colors vary per floor.

signs have revised messages/layouts digital artwork is avail on request
4.9 - Star of Life, rev layout/copy/locations

White sign with BLACK type, blue star of life graphic. Located inside all elevator cabs (1-8), except Freight elevator #9.

Elevator Cab 8

signs have revised messages/layouts
digital artwork is avail on request
5.1 - Garage Level IDs, detail

Colors are specific to each floor. Lettering painted white. Background by GC.
5.1 - Garage Level IDs, all floors

Colors are specific to each floor. Lettering painted white. Background by GC.

Level G1: Orange with white type
Level G2: Yellow with white type
Level G3: Brown with white type
5.2 - Garage Level directionals

shown MUTDC green, PMS 342.

Color update: MUTDC green, PMS 342.
5.2 - Garage Level, additional layouts/messages

Shown MUTDC green, PMS 342.

signs have revised messages/layouts
digital artwork is avail on request
5.6 - Garage Pedestrian Wayfinding

Painted area (by GC) uses colors specific to each floor. Sign is white with black type and arrow,
5.6 - Garage Pedestrian Wayfinding, all floors

Painted area uses (by GC) colors specific to each floor. Sign is white with black type and arrow,

Level G1: Orange
Level G2: Yellow
Level G3: Brown
NEW Vinyl Emergency Exit on doors

Red cut lettering on emergency exit doors.

Emergency Exit Only.
Alarm Will Sound.

Emergency Exit Only.
Alarm Will Sound.

provide price for 5/8 inch and 1 inch opts.
located at all emergency exits from galleries and children’s zone. refer to loc plan.
NEW Assisted listening device plaque, per OSBI

white flat graphic on red plaque, mounted at theater concessions, exact location TBD onsite
NEW Designated Aisle seat plaque, per OSBI

brushed stainless steel plaque with etched and filled black graphics
End of Section