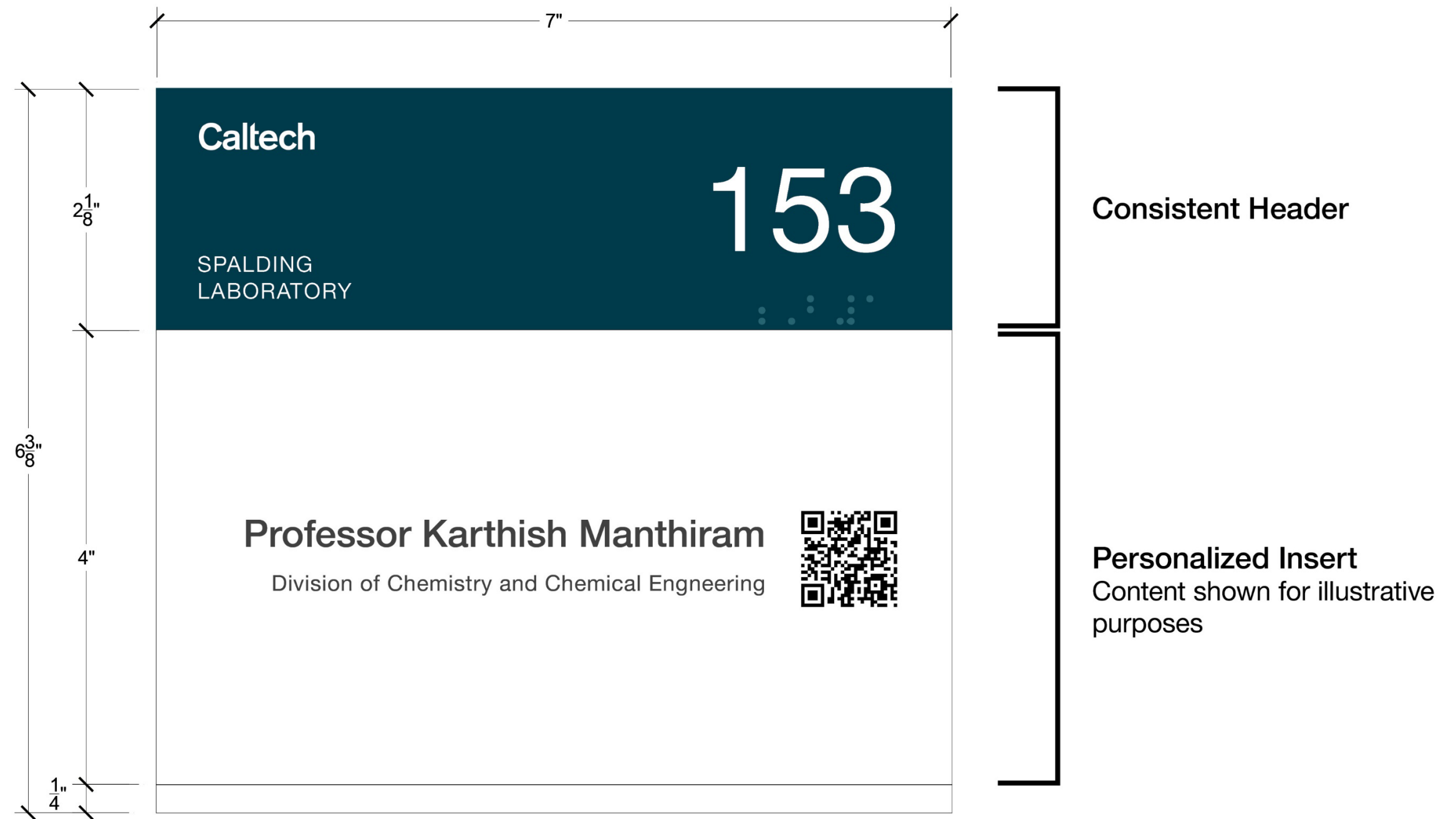


Caltech Wayfinding
INTERIOR SIGNAGE

As approved by IACC on June 15, 2022

Latest issuance: February 2024

HEADER + INSERT



Cohesiveness: Consistent header graphic, information, and color

Flexibility and adaptability: Insert

Caltech Logo

Caltech

Building Name

Font: Helvetica Neue per Caltech Identity Toolkit

SPALDING
LABORATORY

153

Color per Caltech Identity Toolkit

R:0 G:59 B:78

Code required
Raised Room Number

CBC Braille Grade 2

Insert shown for illustrative purposes

QR code could be used to link to Lab webpage

Professor Karthish Manthiram

Division of Chemistry and Chemical Engineering



Caltech Identity Toolkit - Colors
www.identity.caltech.edu/colors

Primary Color
Caltech's primary color is Pantone MS 1585c Orange for coated and matte print jobs. Use PMS 151 for uncoated print jobs.

Neutral Colors
Caltech's neutral color palette complements the Caltech orange and should be used for projects with a more traditional, serious tone.

Deep Colors
Caltech's deep color palette adds contrast to the Caltech orange as well as the neutral palette, and may be used to provide more depth and texture to

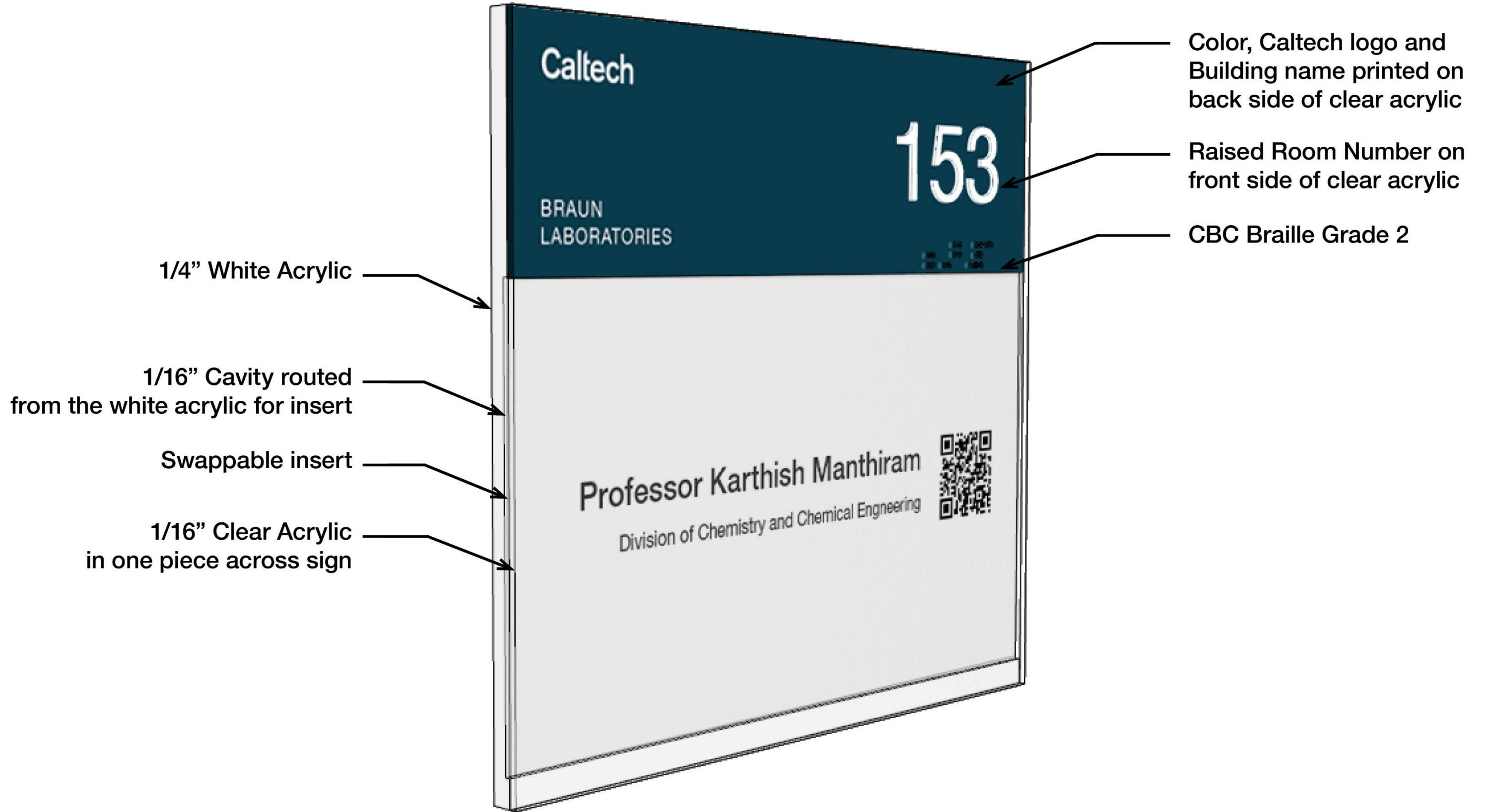
Bright Colors
Caltech's bright color palette provides an opportunity to adjust the temper of a piece from subtle to bold. These colors should be used as accents to the primary, neutral, and deep colors, and carefully selected based on what is appropriate to the tone of the piece.

**CALTECH PMS 548c
CUSTOM PAINT MATCH**

CCE*COLORANT	OZ	32	64	128
L1-Blue	10	12	-	-
R3-Magenta	-	8	-	-
Y3-Deep Gold	-	30	-	-
W1-White	-	4	-	-
B1-Black	-	10	-	-

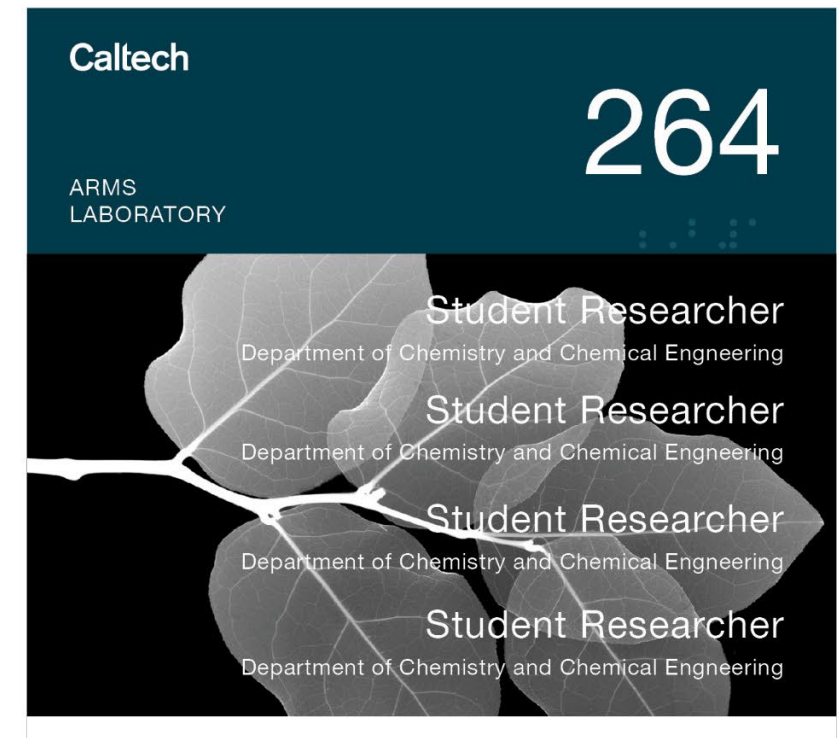
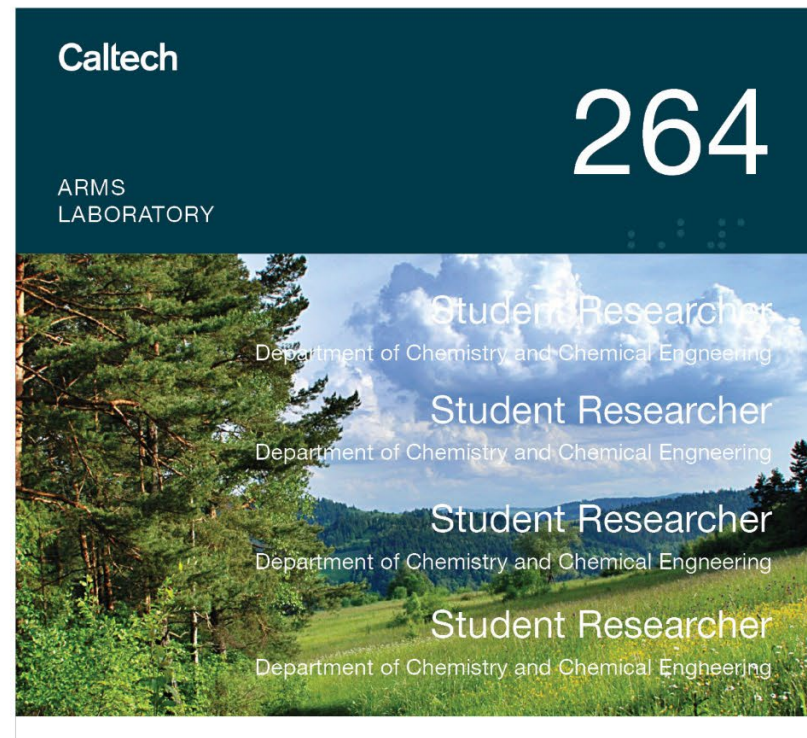
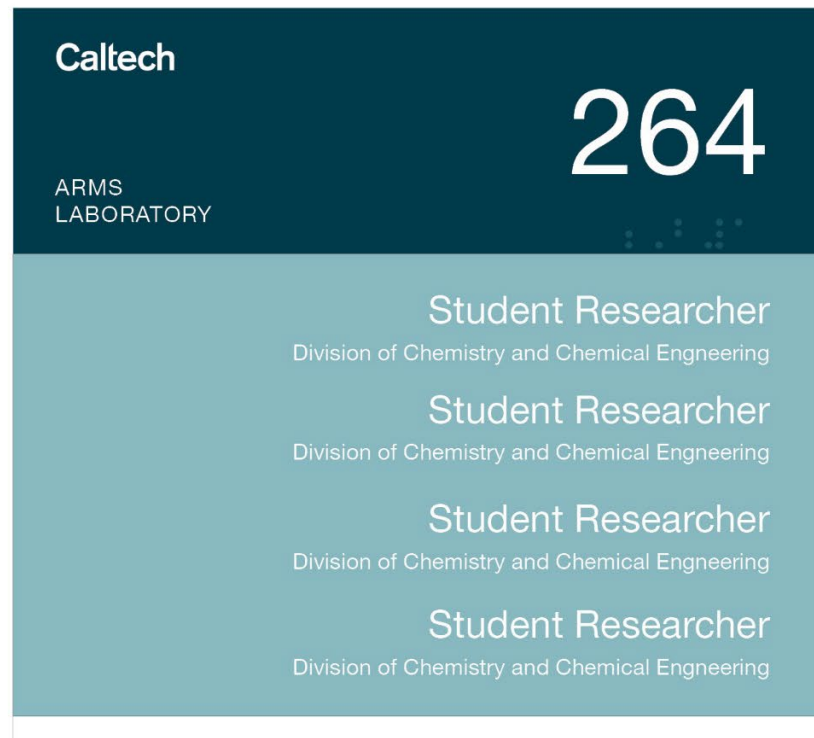
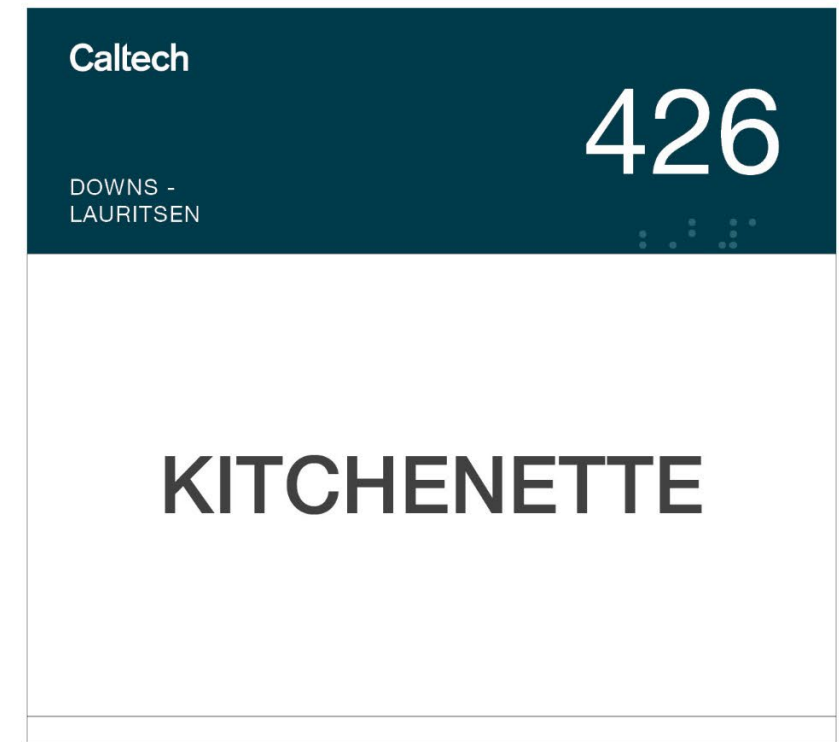
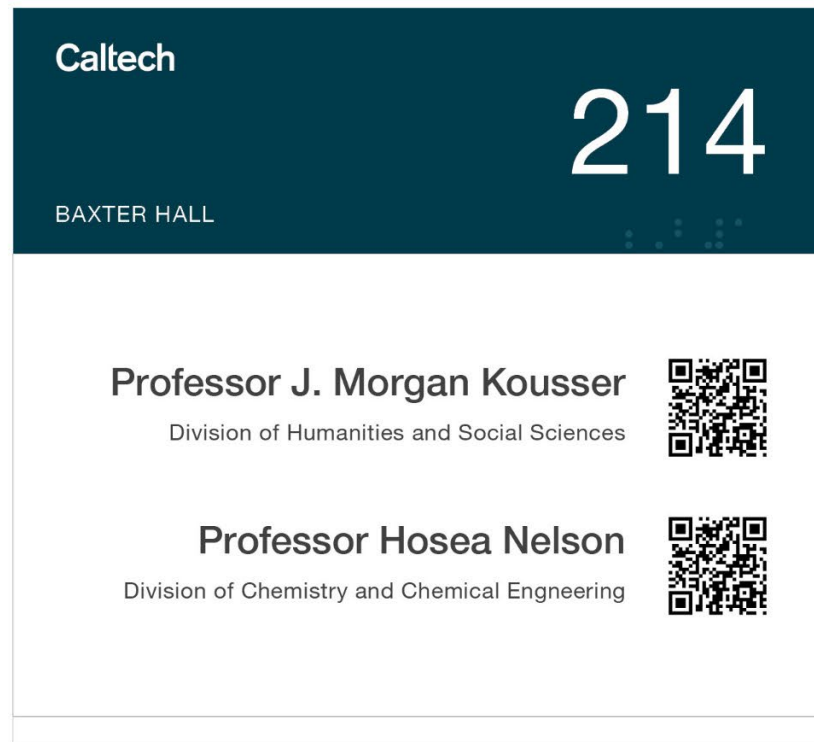
ONE GALLON
B53T01054

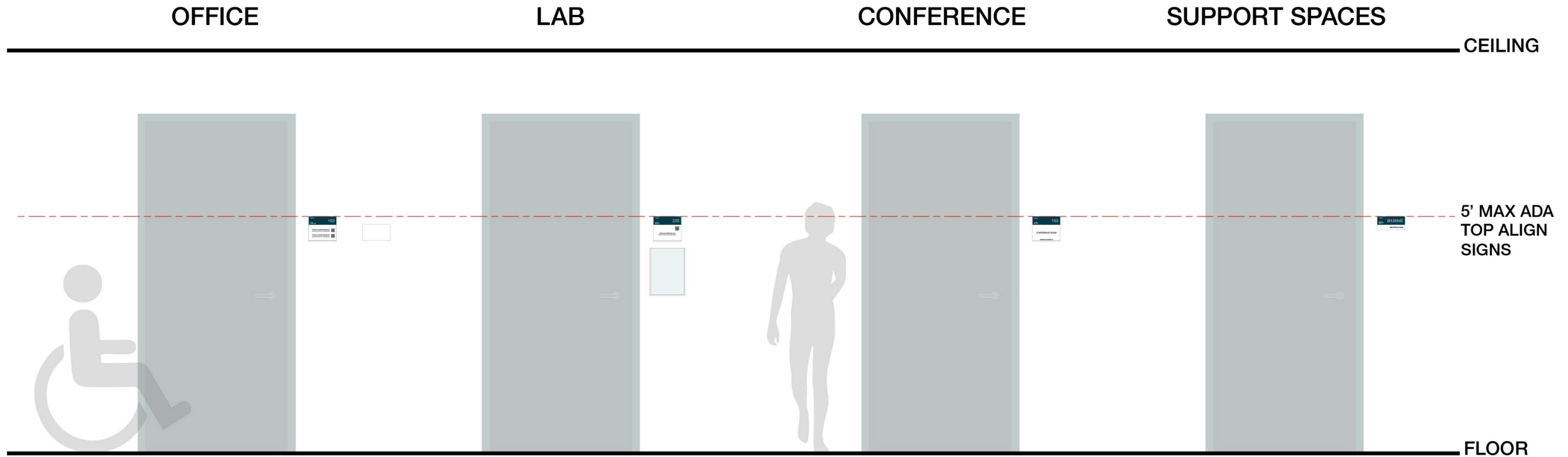
ULTRADEEP
650891757



Cohesiveness: Consistent header graphic, information, and color
Flexibility and adaptability: Insert

Optional QR codes. Can link to:
Lab webpage, Conference Room scheduling.

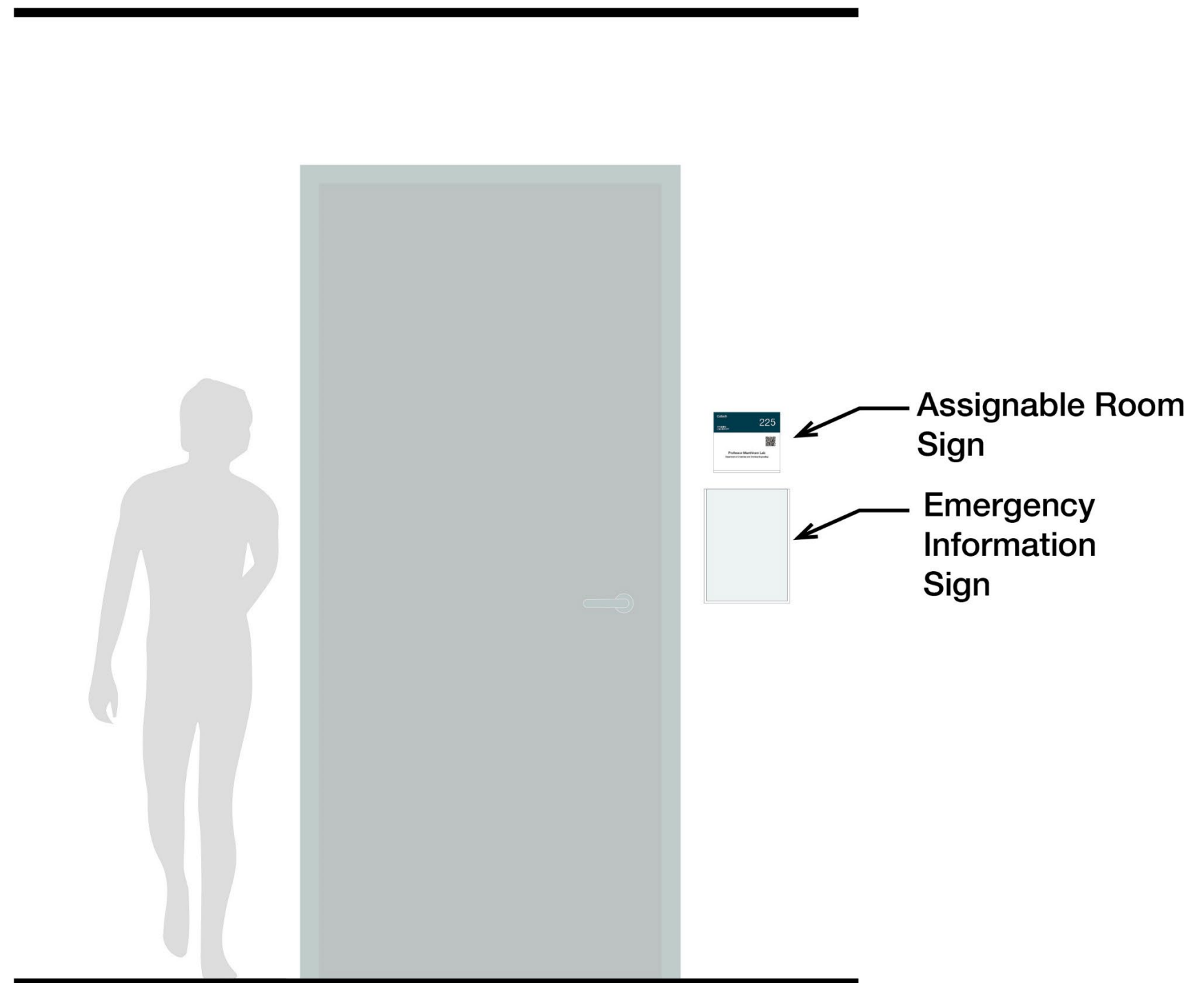
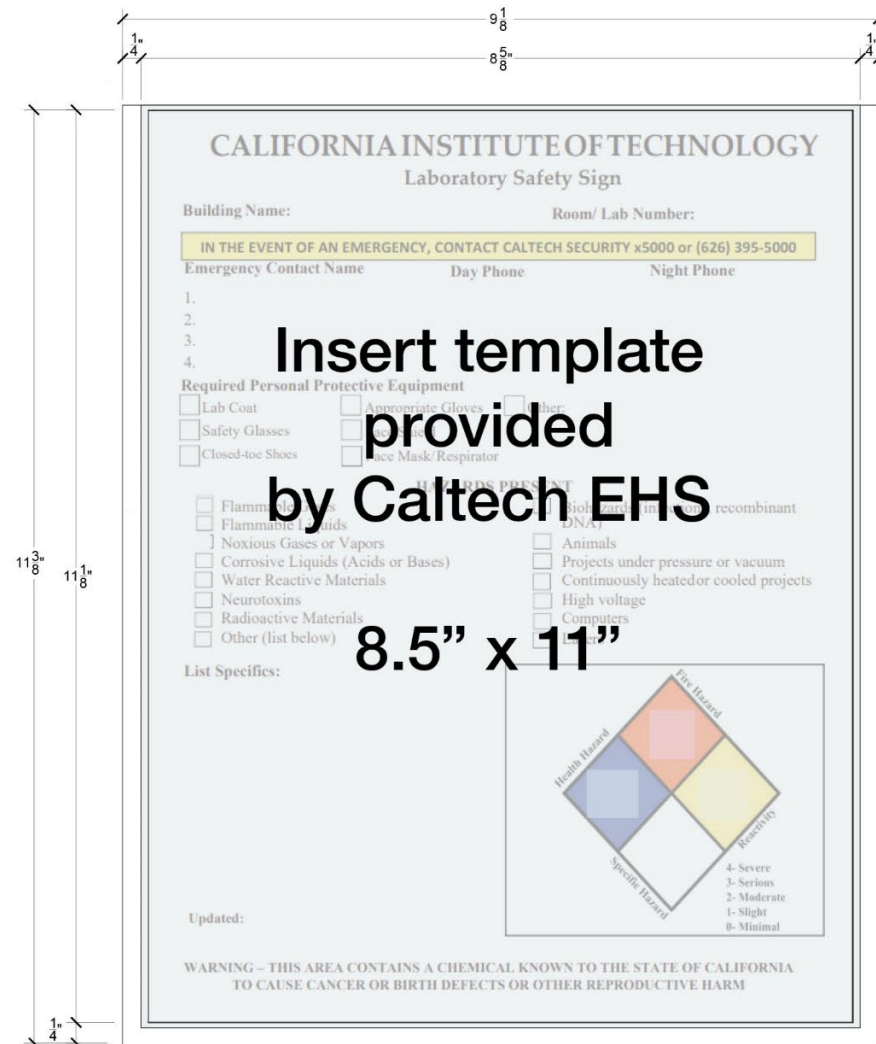




NFPA Emergency Information Signs:

8.5"x11" printable sheets required to be posted at Lab entrances. Signs identify:

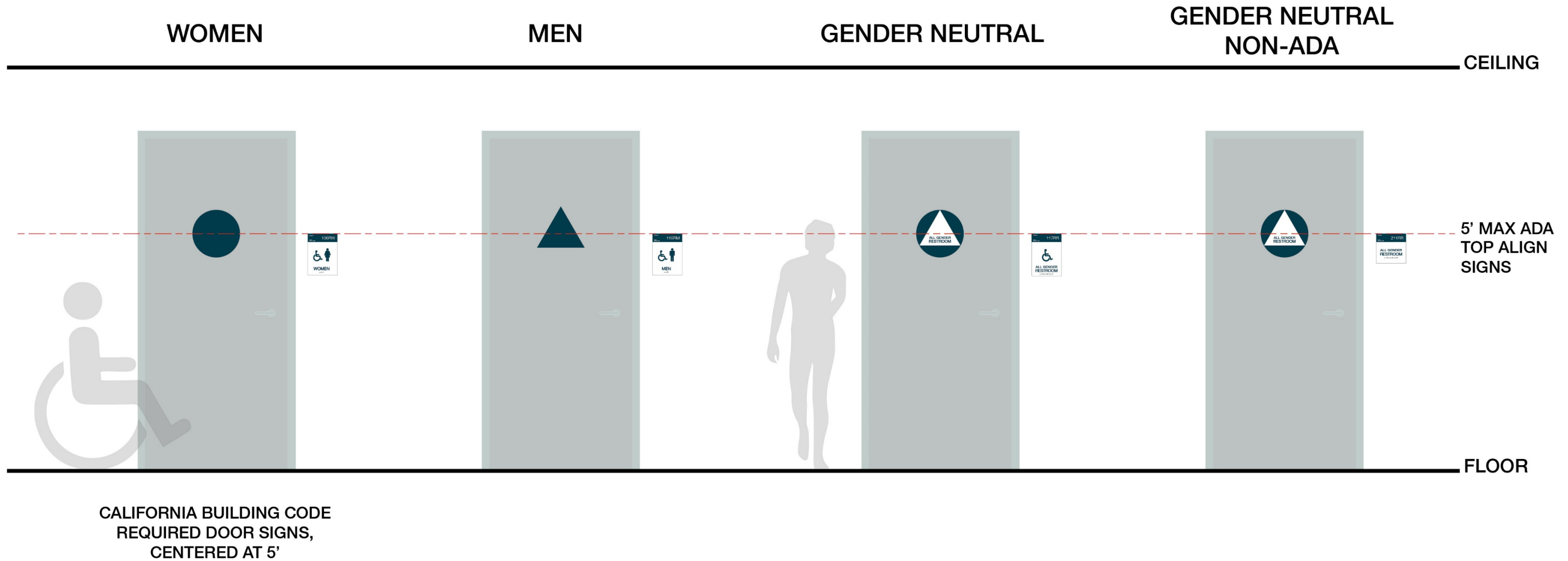
- (1) Emergency contacts
- (2) In case of emergency contact Caltech Security
- (3) Hazards present
- (4) National Fire Protection (NFPA) diamond
- (5) Proposition 65 warning



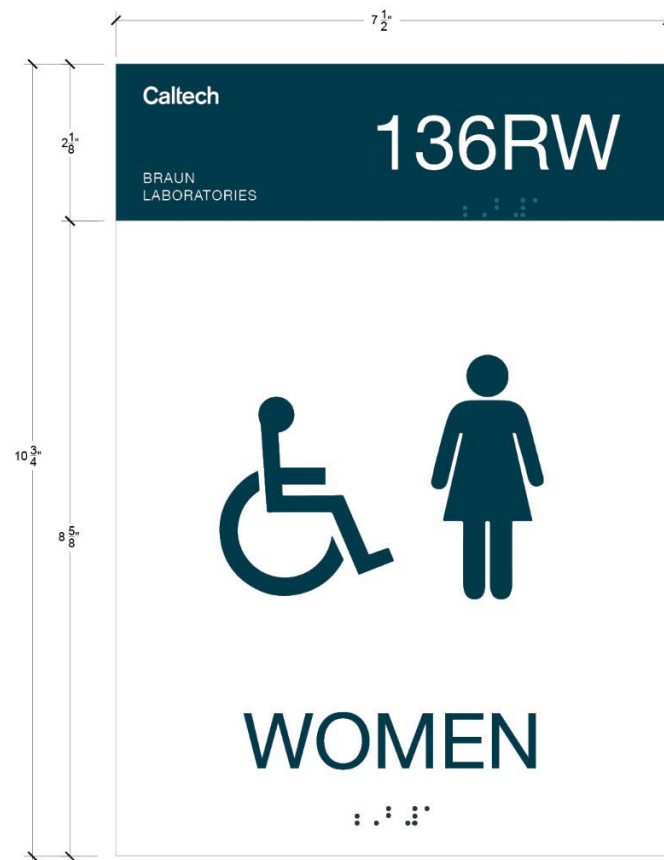


Consistent Header

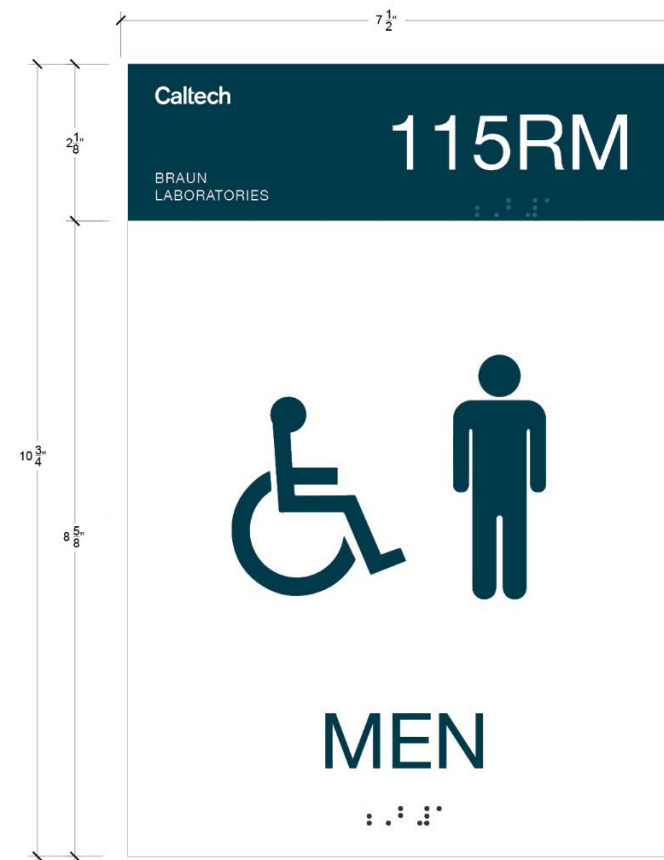
Room Name:
'MECHANICAL ROOM'
'ELECTRICAL ROOM'
'CUSTODIAL'
'DATA'
'TELECOM'
etc.



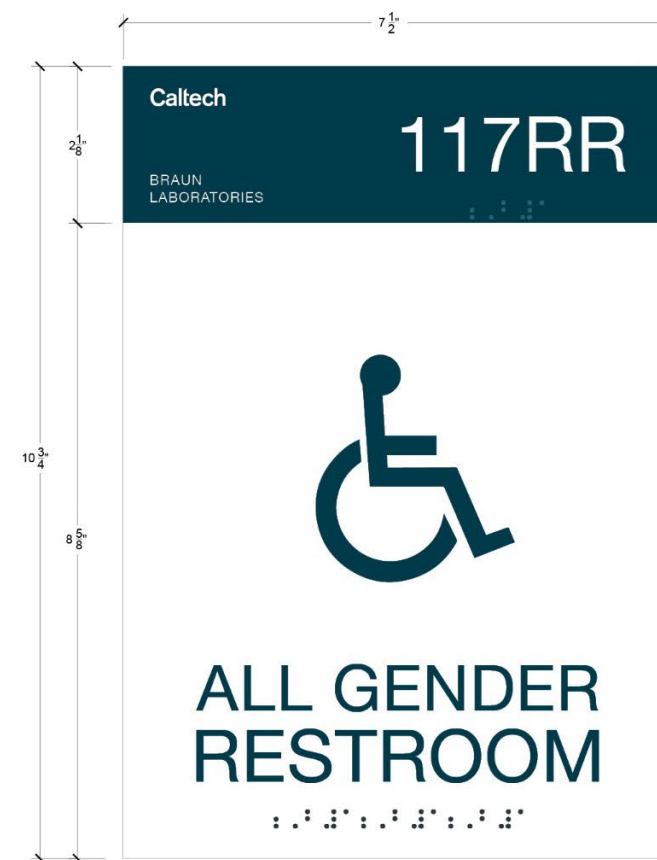
WOMEN



MEN

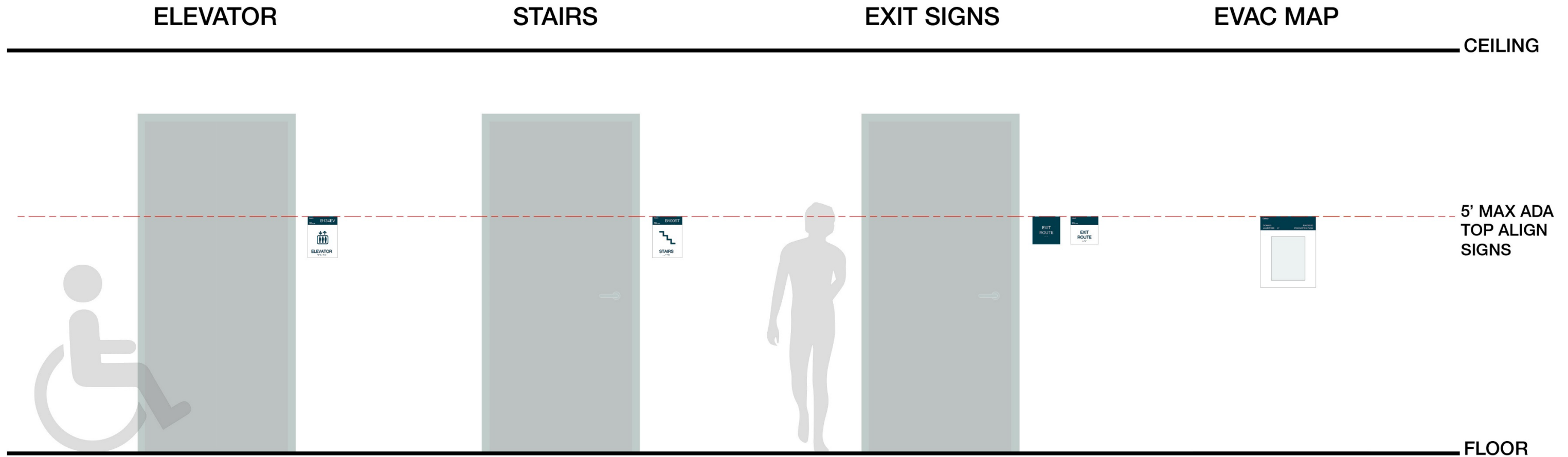


ALL GENDER ACCESSIBLE

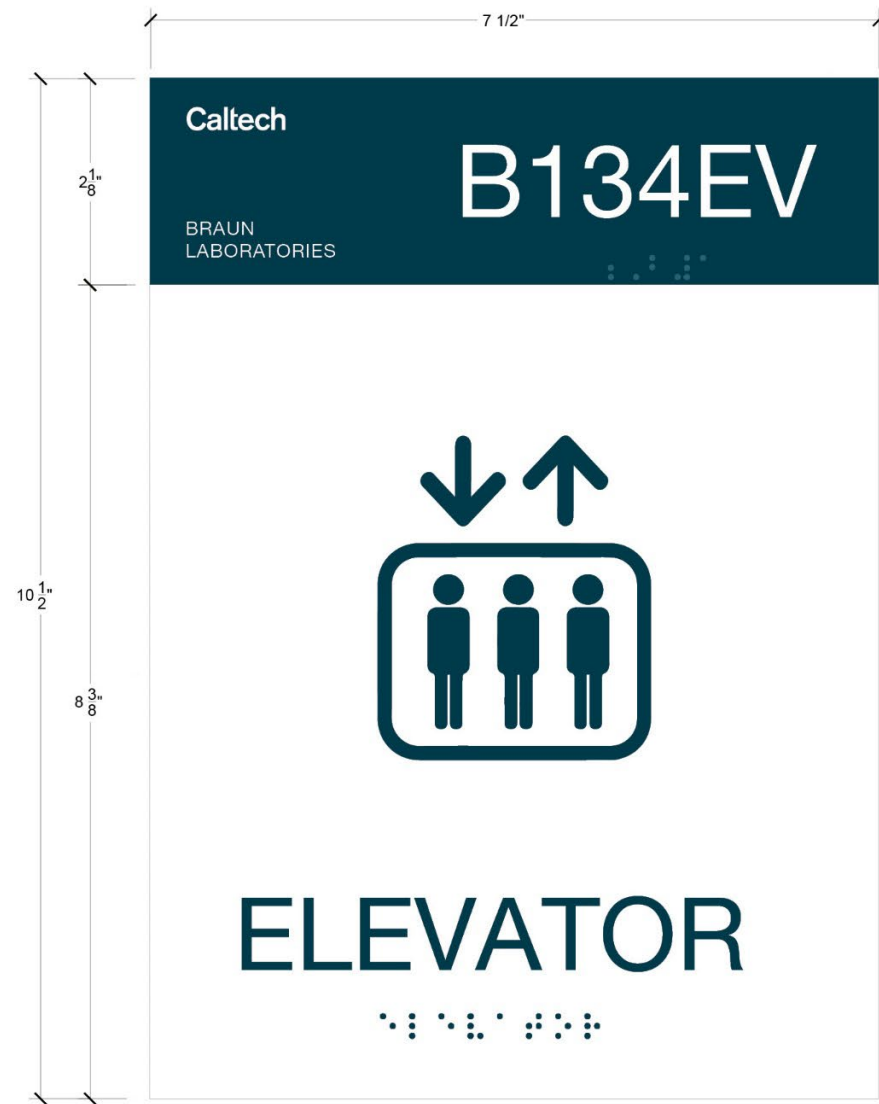


ALL GENDER

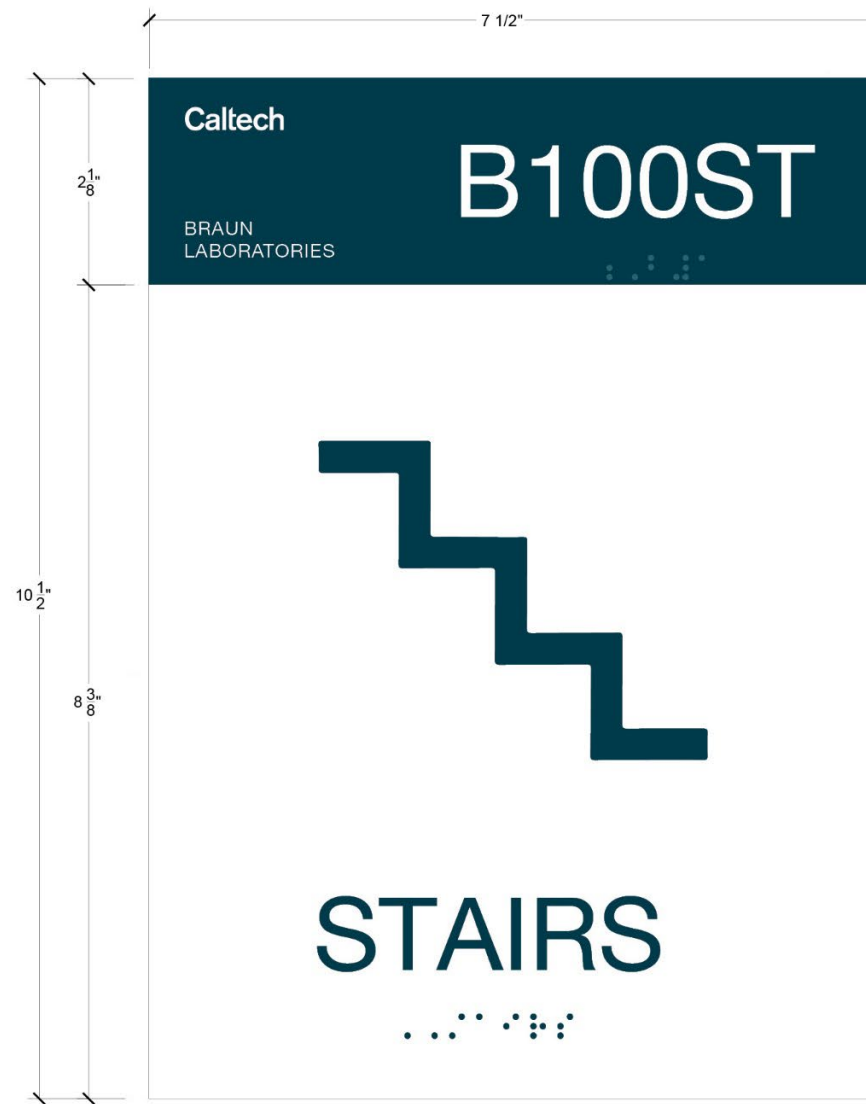




ELEVATOR



STAIRWAY

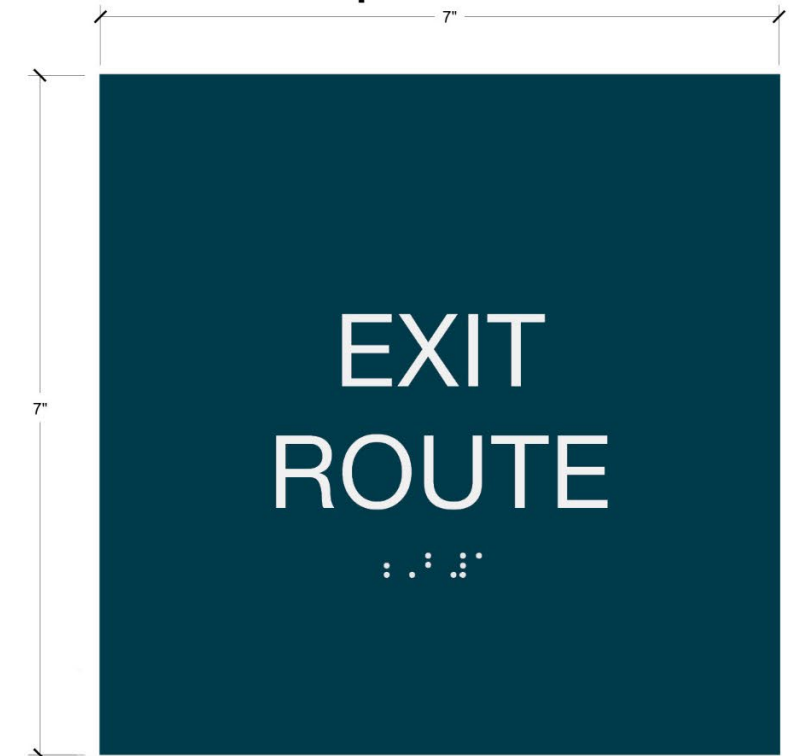


EXIT ROUTE

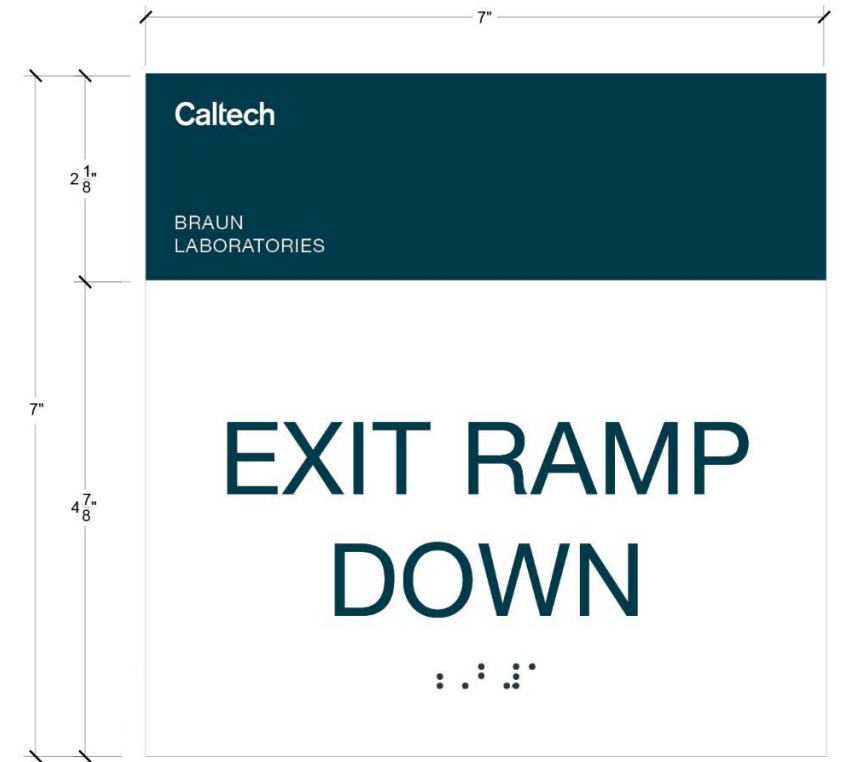
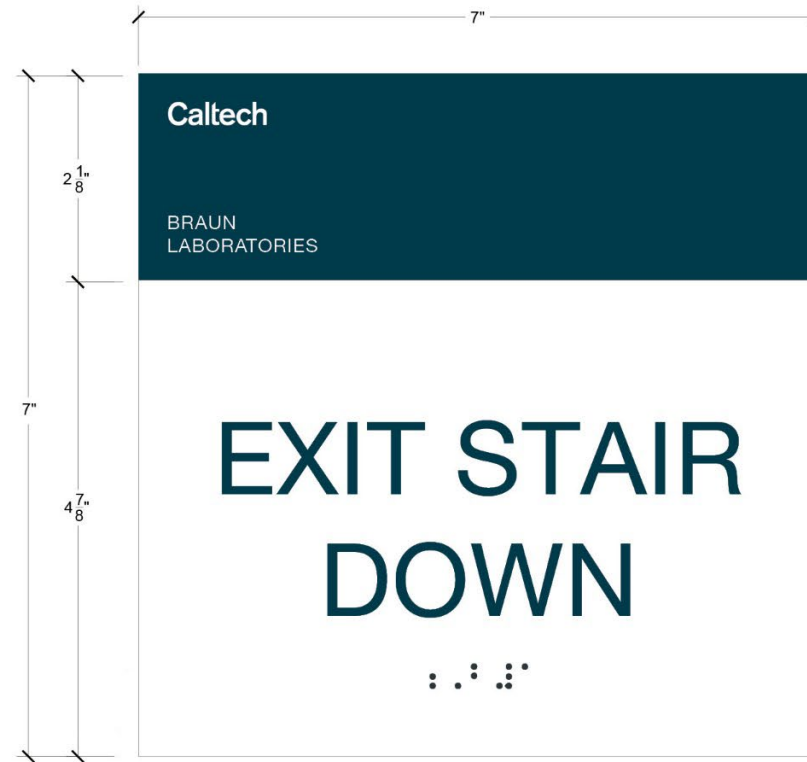
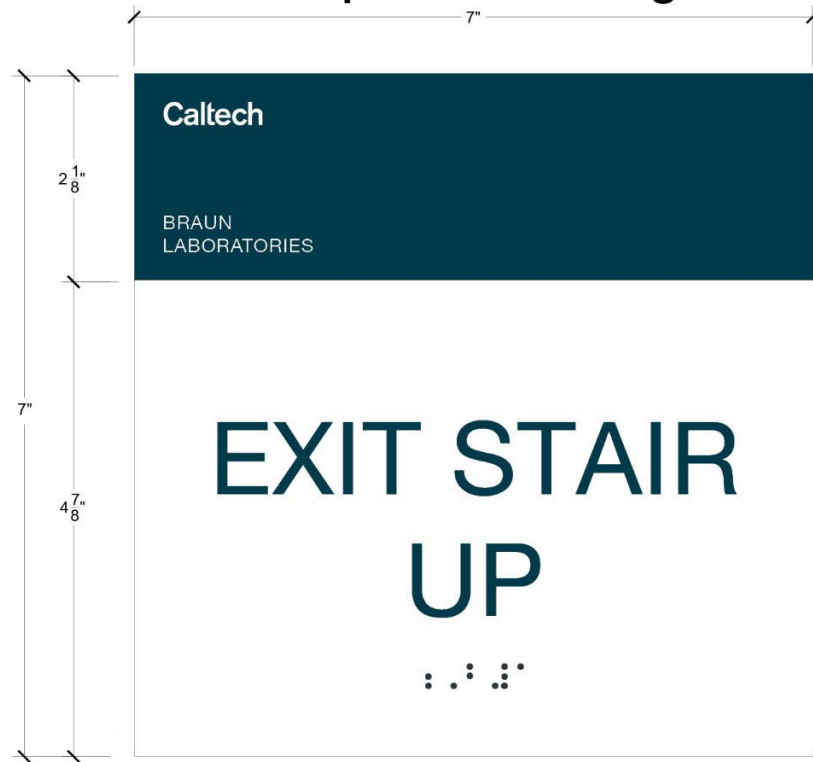
Alternate 1: for a specific building



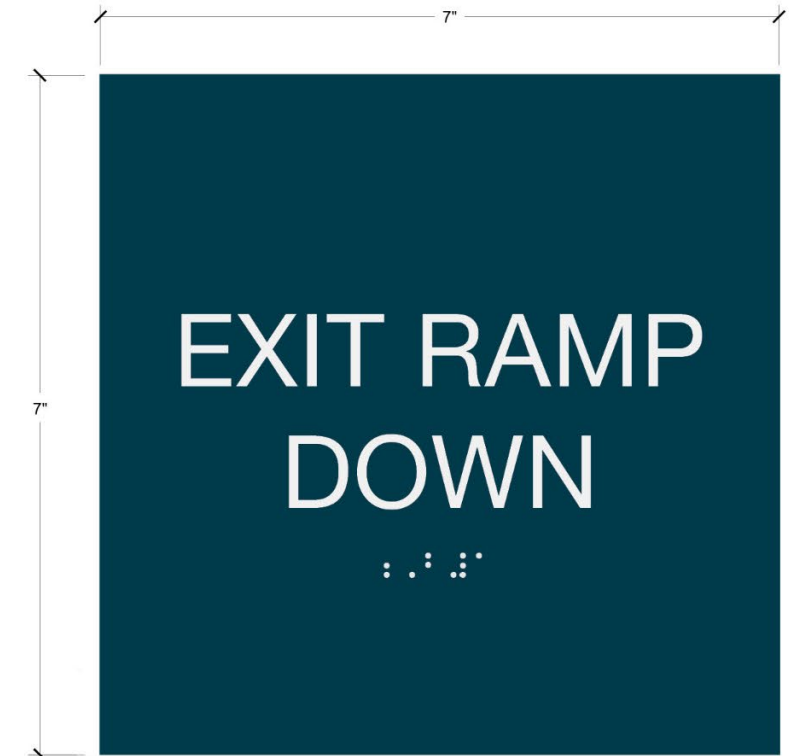
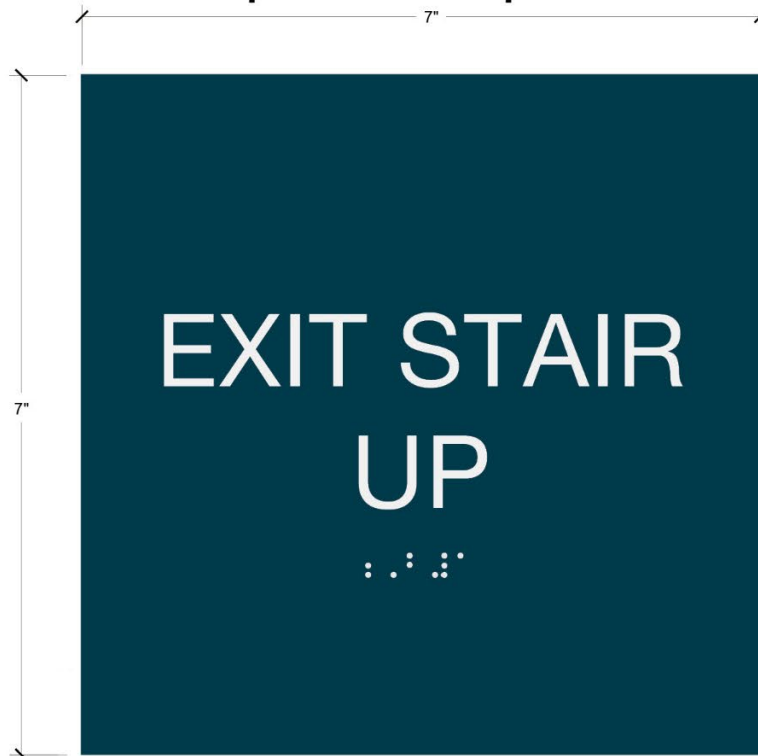
Alternate 2: campus wide



Alternate 1: for a specific building



Alternate 2: campus wide replacement



Emergency Evacuation Map Sign 14" x 18"

Caltech

EMERGENCY EVACUATION PLAN

DOWNS-LAURITSEN LABORATORIES BUILDING **47**
FLOOR **1**

IN CASE OF EMERGENCY DIAL:
1-(626) 395-5000

YOU ARE HERE (Green circle)
EXIT ROUTE (Green arrow)
ELEVATOR (Square with X)
STAIRWAY (Square with horizontal lines)
FIRE EXTINGUISHER (Red 'I' in square)
ALARM (Red 'A' in square)

ALARM LOOKS LIKE: FLASHING LIGHT
ALARMS SOUNDS LIKE: HORN

**IN CASE OF FIRE, USE STAIRS FOR EXIT.
DO NOT USE ELEVATORS.**

Building and floor specific insert plaque 14" x 12"

Stairwell

Caltech

FIRESTONE LABORATORY

STAIR 1

LEVEL

2

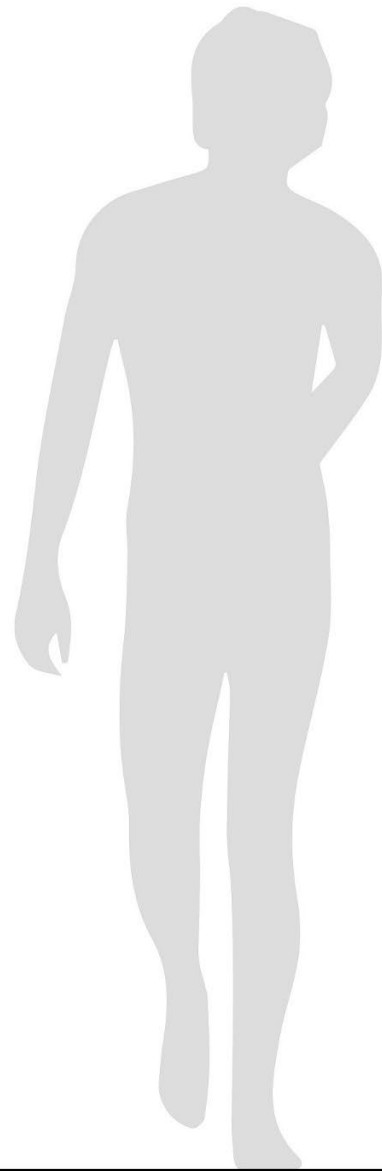
**NO ROOF ACCESS
B2 THRU 3**

**Level 1 /
Main Building Entry**

**All other levels
Option 1**

Option 2

6'-6"
AFF



Caltech	
BUILDING 41 SPALDING LABORATORY	
LEVEL 3	301 Institute of Mathematics 301 Professor Paul Sternberg 301 Institute of Mathematics 301 Professor John Doe 301 Institute of Mathematics 301 Professor John Doe
LEVEL 2	
LEVEL ★1	
LEVEL B1	
LEVEL B2	

Caltech	
BUILDING 41 SPALDING LABORATORY	
LEVEL 2	201 Professor John Doe 246 Office of the Department of Finance 201 Professor John Doe 201 Office of the Department of Finance Department of Chemistry and Chemical Engineering 201 Conference Room 246 Laboratory 201 Professor John Doe 201 Office of the Department of Finance Department of Chemistry and Chemical Engineering 201 Office of the Department of Finance

Caltech	
BUILDING 29 CHRUCH LABORATORY	
LEVEL 2	201 Professor John Doe 246 Office of the Department of Finance 201 Professor John Doe 201 Office of the Department of Finance Department of Chemistry and Chemical Engineering 201 Conference Room 246 Laboratory 201 Professor John Doe 201 Office of the Department of Finance Department of Chemistry and Chemical Engineering



Level 1 /
Main Building Entry
17" x 48"

Printable
insert
17" x 8.5"

Caltech	
CHURCH LABORATORY	
BUILDING 29	
LEVEL	301 Institute of Mathematics
3	301 Professor Paul Sternberg
	301 Institute of Mathematics
	301 Professor John Doe
	301 Institute of Mathematics
	301 Professor John Doe
	301 Professor John Doe
LEVEL	
2	
LEVEL	
★ 1	
LEVEL	
B1	
LEVEL	
B2	

All other levels
Option 1

Printable
insert
17" x 22"

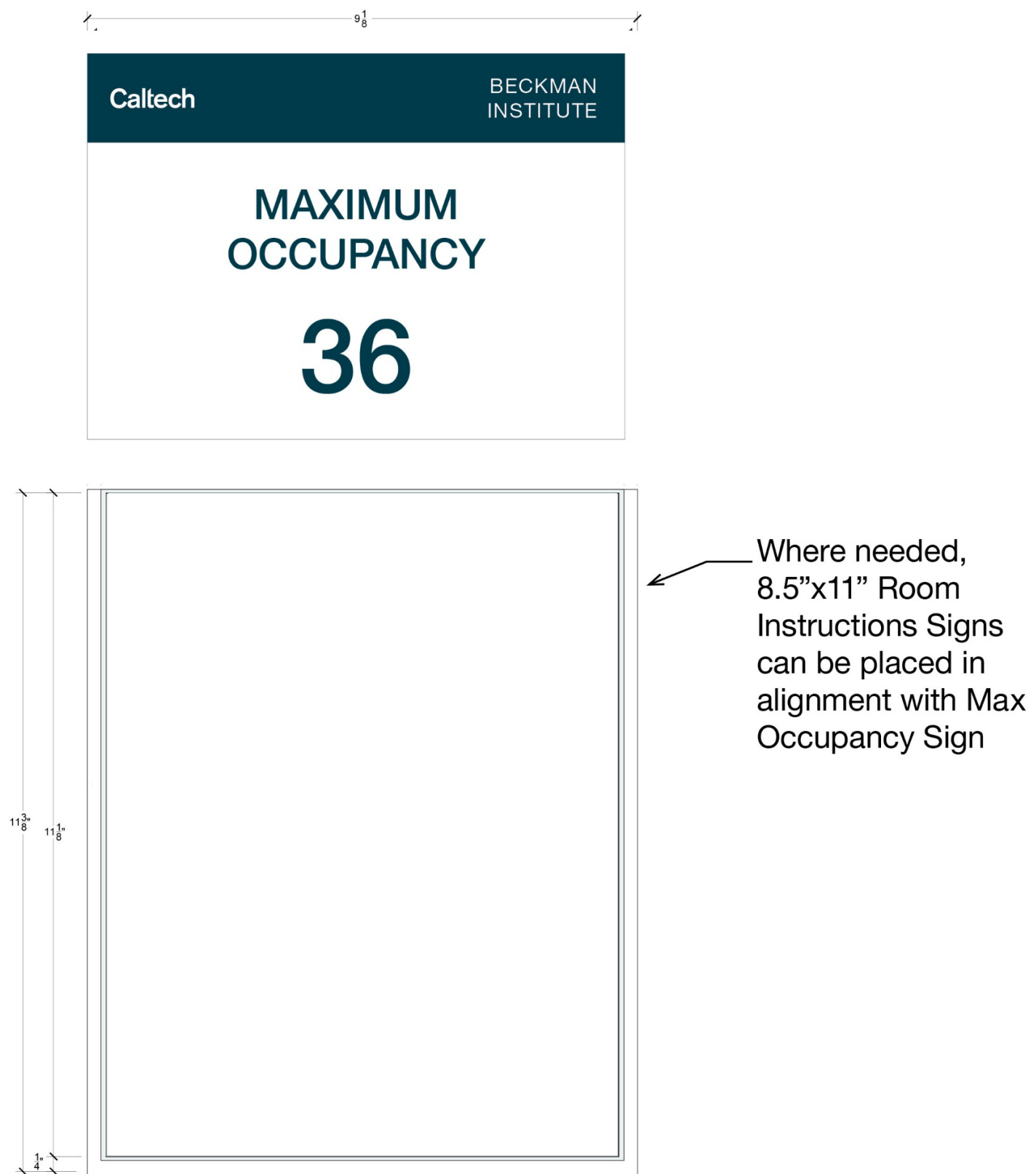
Caltech	
CHURCH LABORATORY	
BUILDING 29	
LEVEL	201 Professor John Doe
2	246 Office of the Department of Finance
	201 Professor John Doe
	201 Office of the Department of Finance Department of Chemistry and Chemical Engineering
	201 Conference Room
	246 Laboratory
	201 Professor John Doe
	201 Office of the Department of Finance Department of Chemistry and Chemical Engineering
	201 Office of the Department of Finance

All other levels
Option 2

Printable
insert
17" x 11"

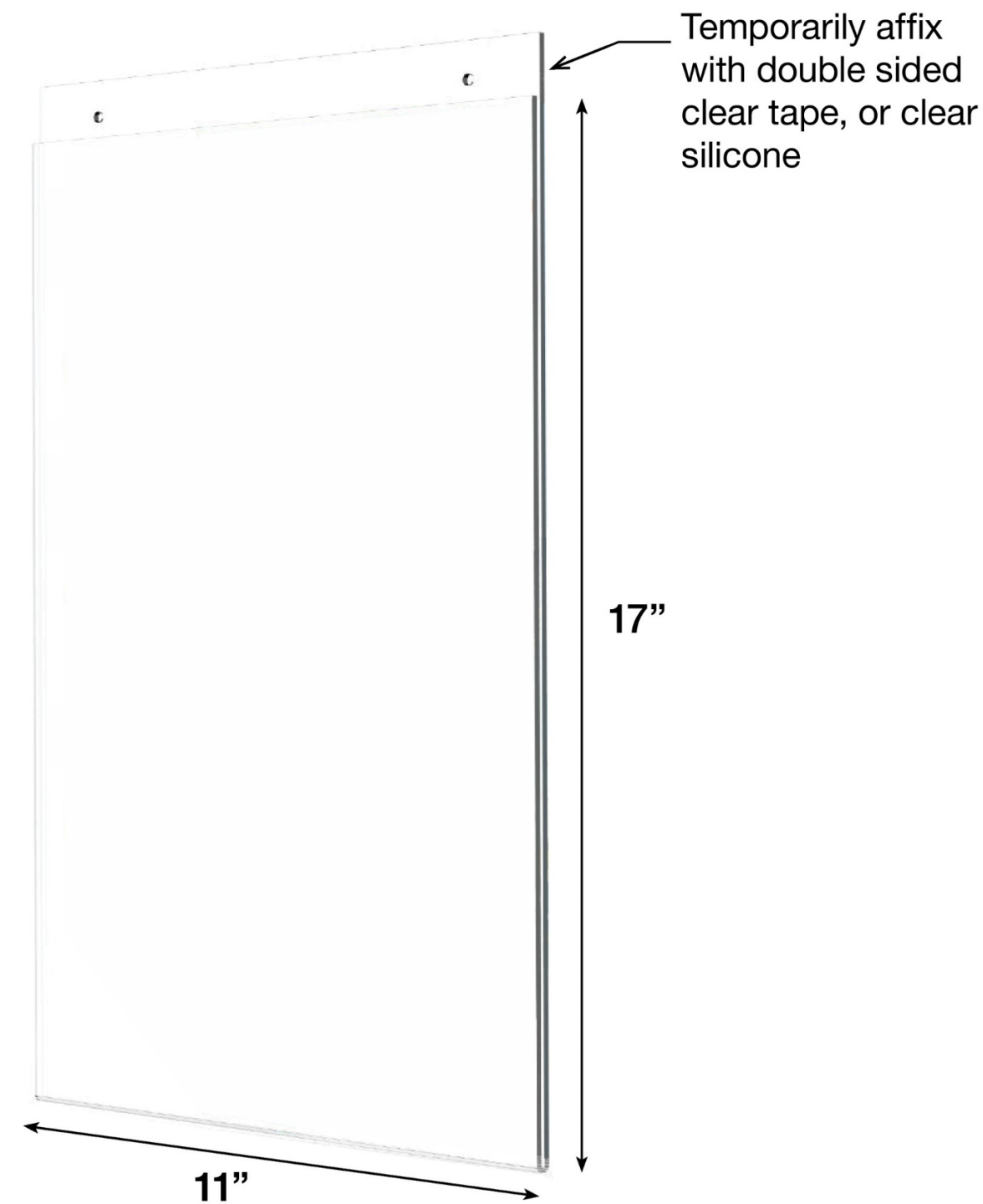
Caltech	
CHURCH LABORATORY	
BUILDING 29	
LEVEL	201 Professor John Doe
2	246 Office of the Department of Finance
	201 Professor John Doe
	201 Office of the Department of Finance Department of Chemistry and Chemical Engineering
	201 Conference Room
	246 Laboratory
	201 Professor John Doe
	201 Office of the Department of Finance Department of Chemistry and Chemical Engineering

**Room Maximum Occupancy Sign
with Room Instructions Sign**



Discretionary Temporary Signs, Interior and Exterior

Commercially available clear acrylic sign holders







END