

Caltech Wayfinding  
**EXTERIOR SIGNAGE**

Latest issuance: February 2024

**PROCESS**

- All major exterior building signage proposals must be approved by Caltech Planning, Design & Construction (PD&C) in writing, prior to presentation to other entities.

**CONTENT**

- Primary building signage to include the following: Building name, Building number.

**FONT & SIZE**

- All lettering is to be in Helvetica Neue unless otherwise agreed to in writing by PD&C.
- Maximum height for letters should be no more than 12”, unless otherwise agreed to in writing by D&C.

**MATERIALS**

- It is strongly preferred that lettering be placed on a continuous, solid background in a contrasting color.
- Lettering material should be aluminum or other approved material.
- Permanent, easy to maintain surfaces are preferred for primary building signs.
- Colors should be in keeping with the palette of the immediate surroundings and the rest of the campus.

**PLACEMENT**

- Primary building signage with lettering 6” or taller should be placed at 5’ or higher, unless otherwise agreed to in writing by PD&C.
- Individual letters for signs placed between 0 and 8’ above the ground must be solidly affixed to the surface of the background sign and must be as vandal-proof as possible.
- If lettering is placed directly on the building, it is preferred that it be pin-mounted with the pins having the same color as the building surface. However such pin-mounted signage must be placed at a height of at least 8’ above the ground.

**PRESENCE**

- Primary building sign must be easily legible from 75' away.
- Primary building sign should project a reasonable level of elegance and dignity in keeping with the fabric of the campus.



**1 LETTERS:**

Material & Finish: Anodized Aluminum, Satin,  
 Dark Bronze, AAMA 611 Class I  
 ALT : Cast Bronze  
 Thickness: 3/8"  
 Stand-off: 1/4" Max from face of building

**2 STAND-OFFS w SLEEVES:**

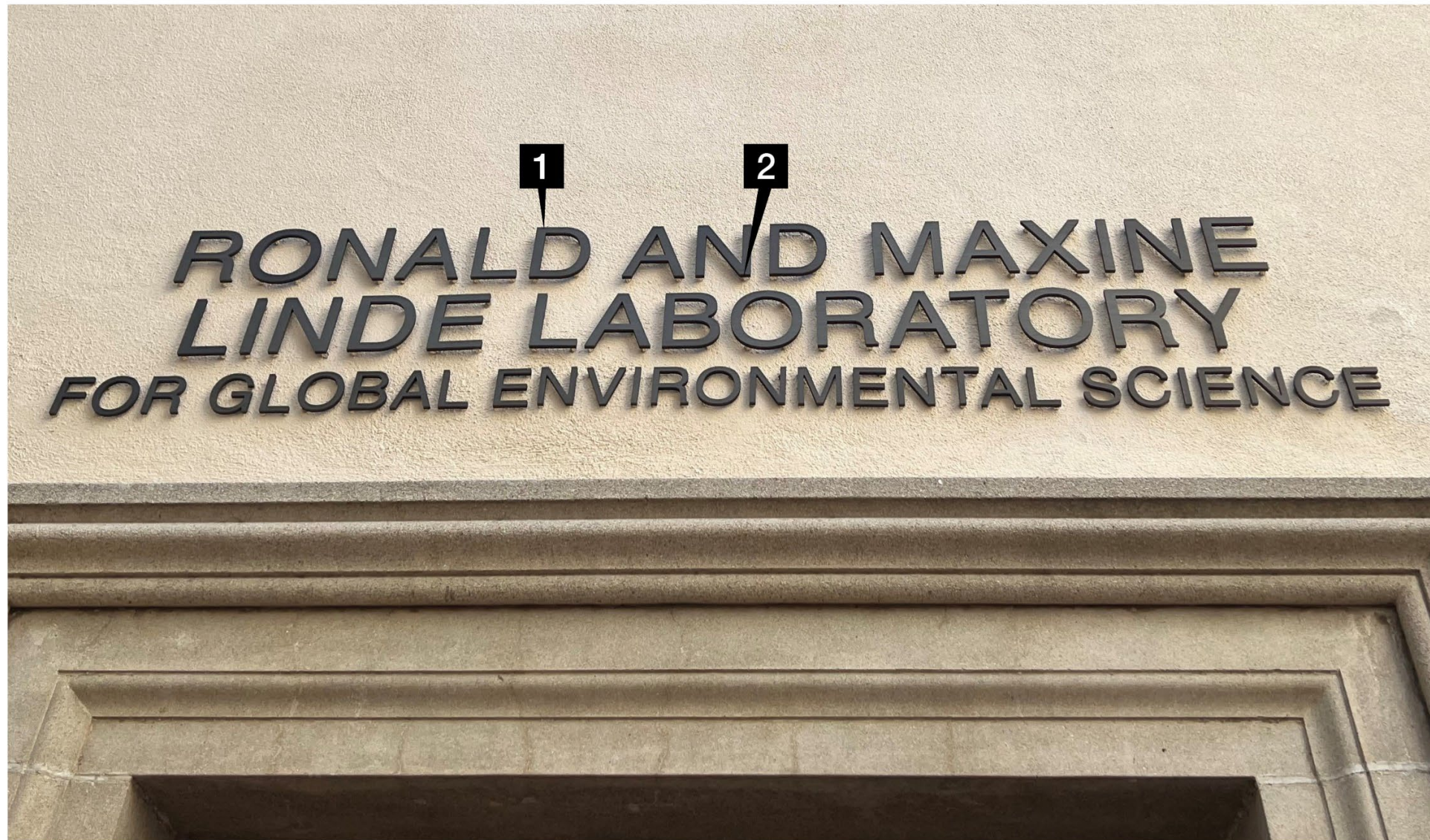
All visible portions of threaded stand-offs to be sleeved.

Visible Depth: 1/4" Max from face of building

Diameter: Minimize appearance by using  
 minimum required size of stand-off  
 and sleeve.

Finish: Paint to match mounting surface color

Location: Position to minimize visibility, see  
 guidelines for each letter.

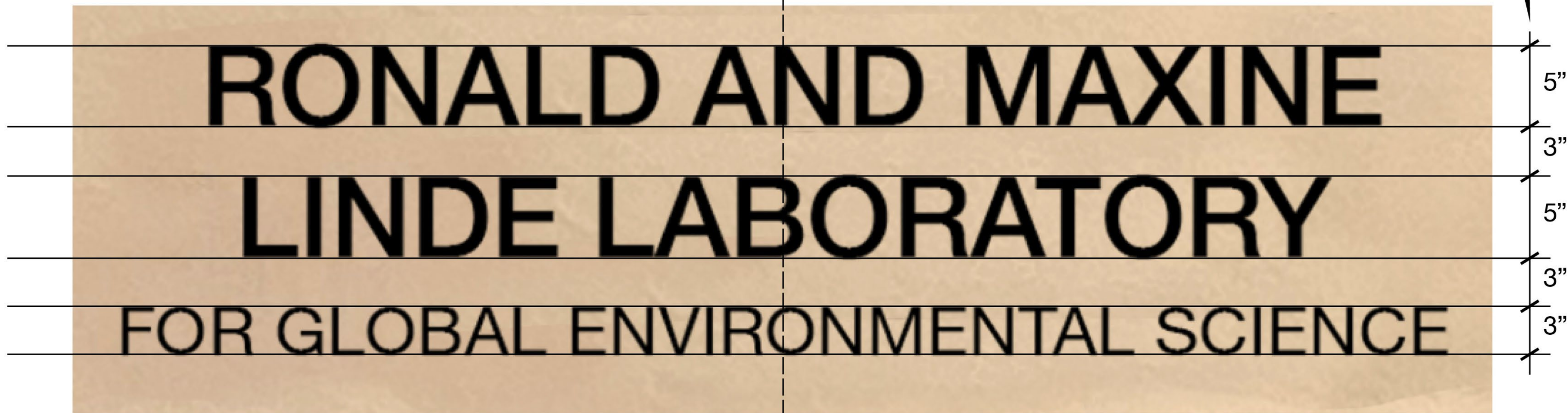


REPAIR, PATCH AND FINISH MOUNTING SURFACE,  
 MATCH EXISTING BUILDING FINISH.

Letter Visibility Chart - Pedestrian		
Letter Height	Best Impact Distance	Max Readable Distance
5"	50'	175'
3"	30'	100'

CENTERED,  
OPTICAL KERNING

Only Two  
Dimensions of  
text and spacing



Font per  
Identity Toolkit

TITLE TEXT: HELVETICA NEUE 65 MEDIUM, 500 PT

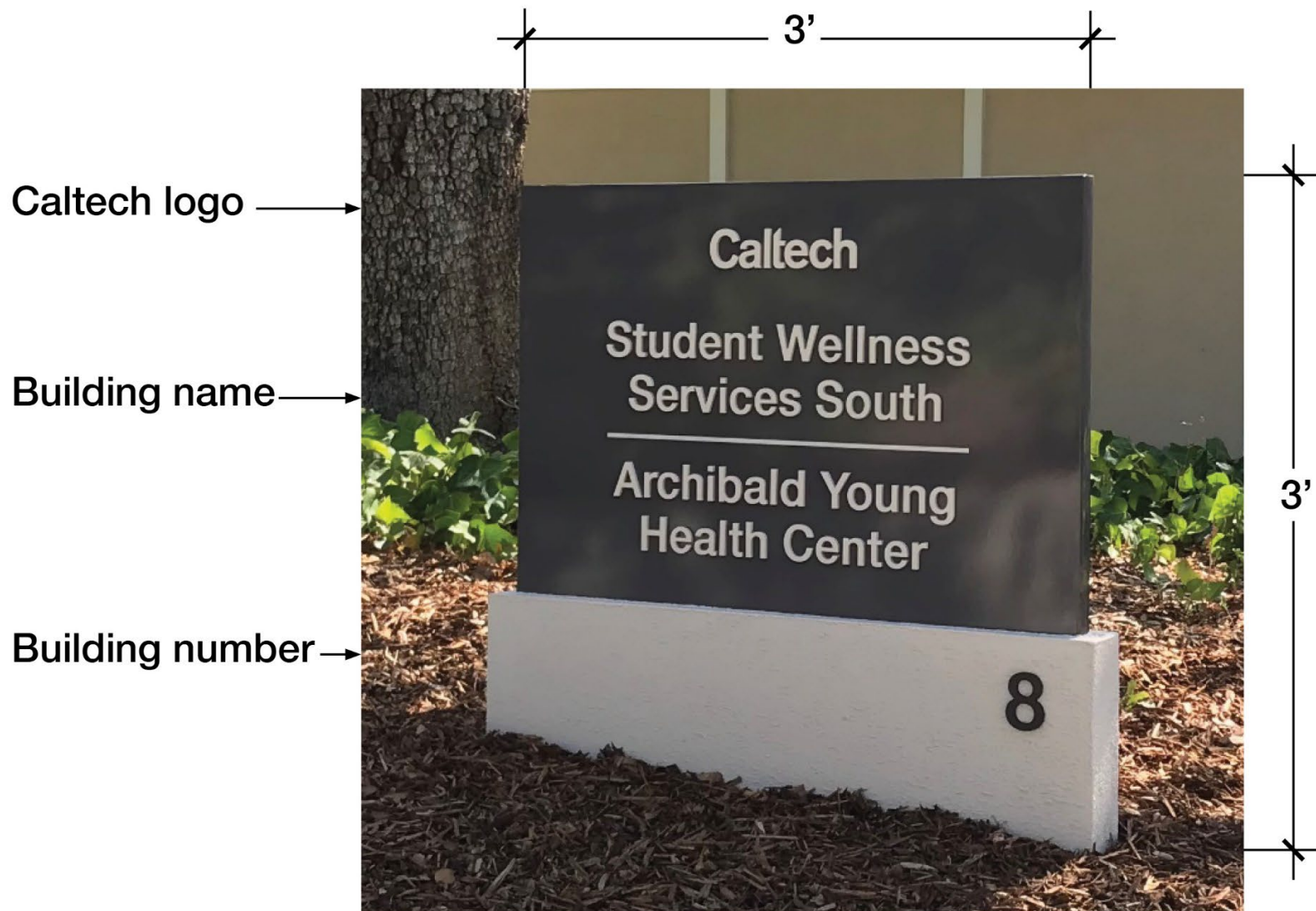
SUBTEXT: HELVETICA NEUE 55 ROMAN, 300 PT



**Lee F. Browne Dining Hall**  
Sign installed: August 2022



Standard Format:

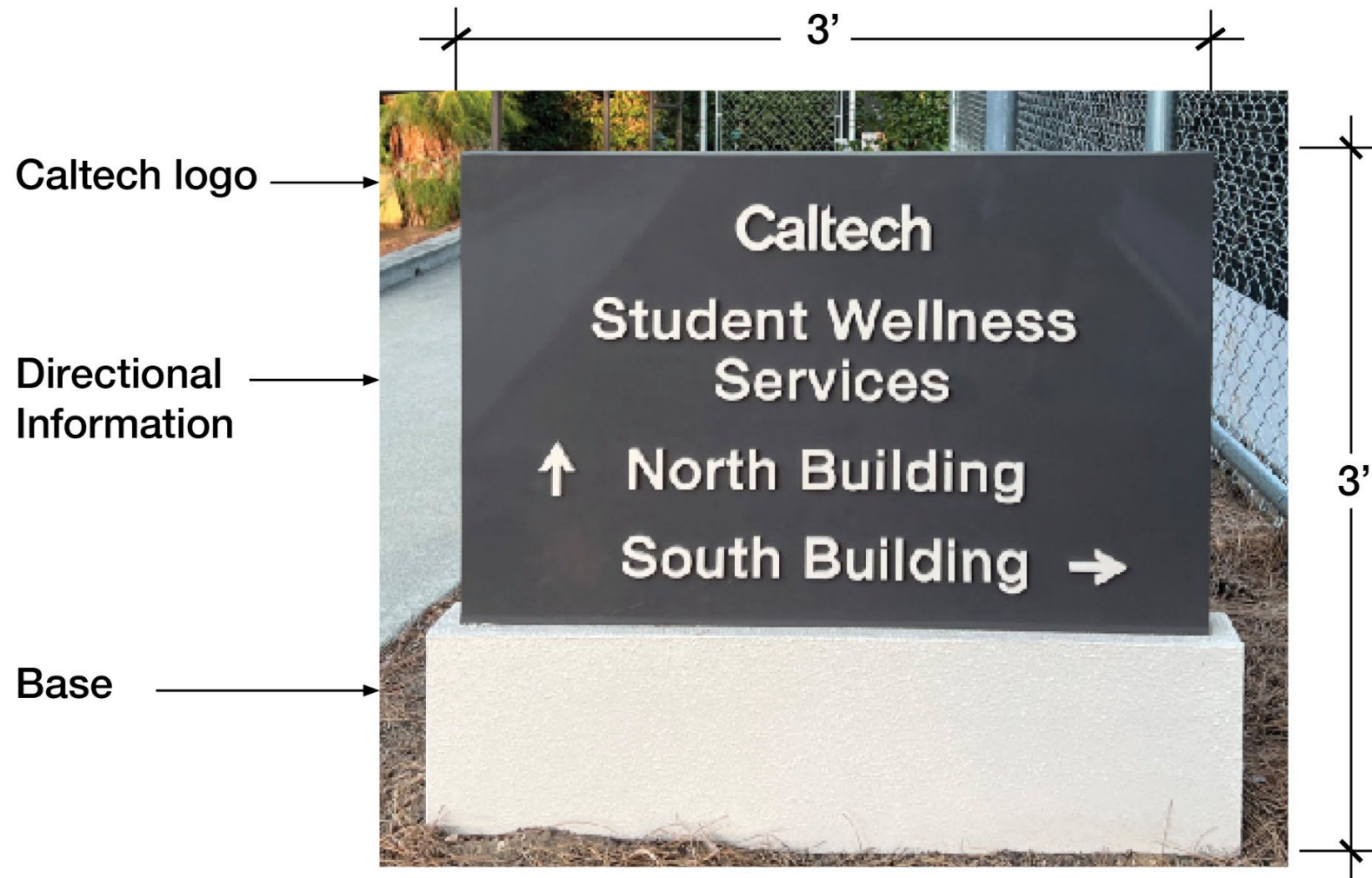


Materiality & Color:

- Sign:** Aluminum box featuring a brown background
- Lettering:** Raised painted acrylic letters in a San Simeon beige which matches the color combination of most of our campus buildings.
- Base:** Aluminum box covered with a faux-plaster San Simeon beige.

Some examples are currently on campus.  
Existing Sign: AWS Center for Quantum Computing #143

Standard Format:



**Student Wellness Services  
Sign installed: July 2022**

In places where they would be needed, the same sign structure could be modified to help provide directional wayfinding.

The signs are relatively small, unobtrusive, consistent with other signage and with the campus color palette, but still provide directional information if one is looking.

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END