

# Signage Guidelines



THE BRAND BOOK OF  
COVENANT HEALTH









## Table of Contents

04	<b>IMPORTANCE OF SIGNAGE</b>
04	Provide Clear Communication
04	Covenant Medical Group
04	Special Cases
05	<b>ADA COMPLIANCE</b>
05	Large-Letter Signs
06	Directional Signage
07	<b>ELEMENT STANDARDS</b>
07	Arrows
08	<b>LARGE LETTER SIGNS</b>
08	Dimensional Letters
08	Channel Letters
09	<b>MONUMENT SIGNS</b>
10	<b>PYLON SIGNS (WAYFINDING)</b>
11	<b>VINYL DECALS</b>
12	<b>REQUESTING NEW AND REPLACEMENT SIGNAGE</b>



## Importance of Signage

### Provide Clear Communication

Effective signage provides customers and consumers with subtle but important communication cues and increases brand awareness. Signage includes, but is not limited to, wall signs, window signage, sidewalk signs and floor signs.

When our customers are faced with too much information at one time, they can experience “cognitive overload.” Unclear messages or signs that contain excessive text or graphics can create a negative perception of our brand or even adversely affect their decision-making abilities. Providing clear communication through signage eliminates cognitive overload and increases the chances for a positive brand experience.

Make sure you are aware of regulations and restrictions that apply to your city and building before creating a sign or visual display. The standards in this guide were developed to address the most common signage applications in the health system. However, every Covenant Health location is different.

This manual is to provide guidelines for signage and color specifications and is for informational purposes only. Graphic artists and designers are responsible for obtaining field dimensions and making any required adjustments for installation.

### Covenant Medical Group

All Covenant Health signage standards/guidelines apply to Covenant Medical Group facilities. For some services, in addition to branding guidelines, signage must be added that notes which Covenant Health legal entity or d/b/a is providing care. Ask your marketing representative if you have questions.

### Special Cases

If you do not have the space needed to use the logo as it has been approved, it may be necessary to get special approval to use a more horizontal format. This format must be approved by Covenant Health’s Vice President of Marketing before use.

# ADA Compliance

## Large-Letter Signs

**703.1 General.** Signs shall comply with 703. Where both visual and tactile characters are required, either one sign with both visual and tactile characters, or two separate signs, one with visual, and one with tactile characters, shall be provided.

**703.2 Raised Characters.** Raised characters shall comply with 703.2 and shall be duplicated in braille complying with 703.3. Raised characters shall be installed in accordance with 703.4.

**703.2.1 Depth.** Raised characters shall be 1/32 inch (0.8 mm) minimum above their background.

**703.2.2 Case.** Characters shall be uppercase.

**703.2.3 Style.** Characters shall be sans serif. Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms.

**703.2.4 Character Proportions.** Characters shall be selected from fonts where the width of the uppercase letter "O" is 55 percent minimum and 110 percent maximum of the height of the uppercase letter "I".

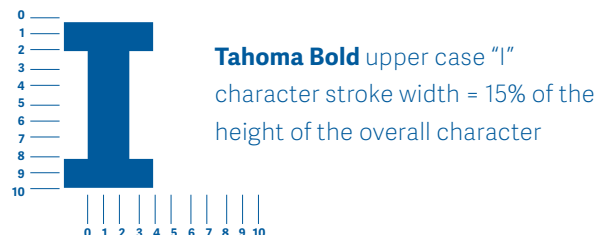
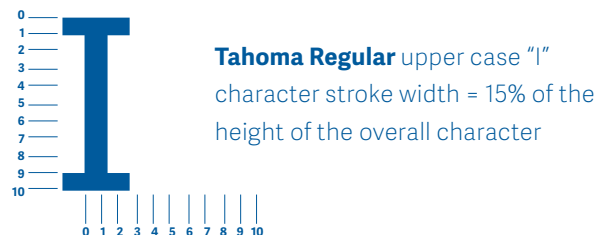
**703.2.5 Character Height.** Character height measured vertically from the baseline of the character shall be 5/8 inch (16 mm) minimum and 2 inches (51 mm) maximum based on the height of the uppercase letter "I".

**EXCEPTION:** Where separate raised and visual characters with the same information are provided, raised character height shall be permitted to be 1/2 inch (13 mm) minimum.

**703.2.6 Stroke Thickness.** Stroke thickness of the uppercase letter "I" shall be 15 percent maximum of the height of the character.

**703.2.7 Character Spacing.** Character spacing shall be measured between the two closest points of adjacent raised characters within a message, excluding word spaces. Where characters have rectangular cross sections, spacing between individual raised characters shall be 1/8 inch (3.2 mm) minimum and 4 times the raised character stroke width maximum. Where characters have other cross sections, spacing between individual raised characters shall be 1/16 inch (1.6 mm) minimum and 4 times the raised character stroke width maximum at the base of the cross sections, and 1/8 inch (3.2 mm) minimum and 4 times the raised character stroke width maximum at the top of the cross sections. Characters shall be separated from raised borders and decorative elements 3/8 inch (9.5 mm) minimum.

**703.2.8 Line Spacing.** Spacing between the baselines of separate lines of raised characters within a message shall be 135 percent minimum and 170 percent maximum of the raised character height.



# ADA Compliance

## Directional Signage

**216.3 Directional and Informational Signs.** Signs that provide direction to or information about interior spaces and facilities of the site shall comply with 703.5.

**703.5 Visual Characters.** Visual characters shall comply with 703.5.

**EXCEPTION:** Where visual characters comply with 703.2 and are accompanied by braille complying with 703.3, they shall not be required to comply with 703.5.2 through 703.5.9.

**703.5.1 Finish and Contrast.** Characters and their background shall have a non-glare finish. Characters shall contrast with their background with either light characters on a dark background or dark characters on a light background.

**703.5.2 Case.** Characters shall be uppercase or lowercase or a combination of both.

**703.5.3 Style.** Characters shall be conventional in form. Characters shall not be italic, oblique, script, highly decorative, or of other unusual forms.

**703.5.4 Character Proportions.** Characters shall be selected from fonts where the width of the uppercase letter "O" is 55 percent minimum and 110 percent maximum of the height of the uppercase letter "I".

**703.5.5 Character Height.** Minimum character height shall comply with Table 703.5.5. Viewing distance shall be measured as the horizontal distance between the character and an obstruction preventing further approach towards the sign. Character height shall be based on the uppercase letter "I".

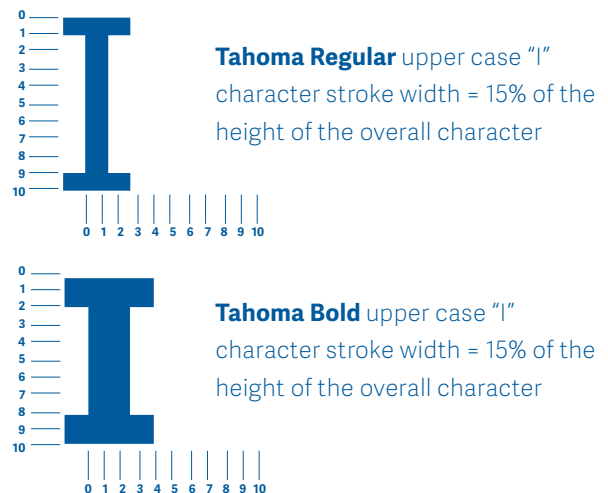
**703.5.6 Height From Finish Floor or Ground.** Visual characters shall be 40 inches (1015 mm) minimum above the finish floor or ground.

**EXCEPTION:** Visual characters indicating elevator car controls shall not be required to comply with 703.5.6.

**703.5.7 Stroke Thickness.** Stroke thickness of the uppercase letter "I" shall be 10 percent minimum and 30 percent maximum of the height of the character.

**703.5.8 Character Spacing.** Character spacing shall be measured between the two closest points of adjacent characters, excluding word spaces. Spacing between individual characters shall be 10 percent minimum and 35 percent maximum of character height.

**703.5.9 Line Spacing.** Spacing between the baselines of separate lines of characters within a message shall be 135 percent minimum and 170 percent maximum of the character height.



## Element Standards

There are many types of signs and sign material to choose from. For your convenience, Covenant Health has created this manual for standards of best practice when creating signage.

The minimum readable size is a letter that is **3 inches tall**, and the size recommended for optimal visibility is **6 inches tall**. (For added advertising impact, businesses often use even larger letters.)

For signs where the logo is not stand-alone (for example, monument or wayfinding signs), make sure there is equal space around all sides of the logo. The size should be at least the size of the “n” in “Covenant”. This size will vary depending on the size of the sign.

If there is going to be additional information on the sign other than the logo, make sure to use the same space between the logo and the text. Leave spacing at the bottom that is equal to the spacing on all other sides.



## Arrows

This is the desired shape and colors of arrows. Depending on the space, use the long or short version. Arrows are used primarily for wayfinding signs.



## Large-Letter Signs

### Dimensional Letters

(Preferred method for building signs)

Dimensional signage, also called three-dimensional signage, adds a third dimension to advertising. It can take the form of both indoor and outdoor signs that have some dimensional element such as raised lettering or logos. Like channel letters, individually cut dimensional letters spell out a company name or display a custom logo. Dimensional letters are created from a solid sheet of acrylic or metal. As a result, signs with dimensional letters typically look flat, as they do not exceed more than several inches in depth. If the sign is large enough, it can have built-in lighting.

### Channel Letters

A channel letter sign is a three-dimensional graphic element with an individual structure and separate illumination. **In simpler terms, a channel letter can be any letter, number or other character that, when combined with other like characters, makes up a sign presentation.** For a modern and finished look, signs with channel letters may satisfy the needs of a business. For these types of exterior signs, individually cut channel letters spell out an organization's name or display a logo, adding a professional look.

Different types include halo-lit channel letters and LED channel letters. This type of sign uses neon or low-voltage LEDs to light letters internally. Channel letters are attached directly to the building. For backlighting, channel letters are generally given some separation from the building by using standoffs.

### Examples



### Colors

PMS - 294 CV

PMS - 201 C

WHITE

ALUMINUM

### Materials

**PREFERRED**

Aluminum



## Monument Signs

Monument signs, sometimes referred to as monolith signs, are large, free-standing, weather-resistant signs that sit close to ground level. They generally have little or no open space between the sign and the ground and are constructed to be solid signs that stand the test of time.



### Example

This particular sign is metal with UV-cured inks, so fading shouldn't be an issue for a couple years. This is a good option for temporary signage.

### Example

Monument and exterior signs should be clear, bold and simple. For visibility, the background should be Covenant Health's blue with an all white logo.



## Colors

PMS - 294 CV

PMS - 201 C

WHITE

ALUMINUM

## Materials

### PREFERRED

Aluminum

## Pylon Signs (Wayfinding)

Pylon signs, also known as pole or freestanding signs, are well known in the sign industry. Simply put, pylon signs are outdoor signs that are usually mounted on single or double poles. Pylon signs can be one-sided or double-sided, depending on the direction the sign will be facing.

**EMERGENCY** is to be a **PMS - 201C** Box with White Letters.  
The word **EMERGENCY** should be in all caps.

### Examples



### Colors

PMS - 294 CV

PMS - 201 C

WHITE

ALUMINUM

### Materials

#### PREFERRED

Aluminum

#### OPTIONAL

Adhesive backed vinyl sticker or Polystyrene

## Vinyl Decals

Vinyl lettering is a self-adhesive product made from durable vinyl material. Vinyl lettering is available in many font styles and colors and can easily apply to any smooth surface.

### Examples



## Colors

WHITE

## Materials

**PREFERRED**

Vinyl Decals

## Requesting New and Replacement Signage

When requesting new signage, please indicate whether you need a **new sign** or a **replacement sign** and provide as much information as possible to make the design/ordering process easier for all parties involved.

If the request is for a **new sign**, please provide the following information:

**Type of sign desired**

(Large-letter, monument, wayfinding)

**Desired material**

(Aluminum, vinyl, PVC)

**Desired color of material**

(PMS 294 CV, PMS 201 C, Black, White, Aluminum)

**Dimensions of area where the sign is to be located**

**Preferred vendor to create sign**

**Desired lighting**

(internally, externally or none)

If the request is for a **replacement sign**, please provide the following information:

**Type of sign desired**

(Large-letter, monument, wayfinding)

**Desired material**

(Aluminum, vinyl, PVC)

**Desired color of material**

(PMS 294 CV, PMS 201 C, Black, White, Aluminum)

**Dimensions of area where the sign is to be located**

**Dimensions of the existing signage**

**Preferred vendor to create sign**

**Current lighting**

(internally, externally or none)

**Desired lighting**

(internally, externally or none)

Please contact your local marketing representative for all signage requests.









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