

St. Mary's University

Policy: Design Standards for Donor Recognition Plaques, Walls and Exterior Signage

Approver(s):	Executive Council
Authorizes release:	Vice President for University Advancement
Responsible office:	University Advancement
Update cycle:	Annually or as required
Next update:	
Last update:	
Adopted:	February 2022
Related policies:	St. Mary's University Gift Acceptance Policy St. Mary's Branding Book (Guidelines) St. Mary's Writing Style Guide

St. Mary's will recognize the generosity of certain donors for naming spaces or facilities at the University by placing their names on walls and/or plaques. This policy outlines the design standards for donor recognition walls and plaques on campus.

General:

All donor recognitions — plaques, walls and signage — shall comply with campus design and St. Mary's branding guidelines and shall be reviewed by the appropriate committees or offices on campus.

- The Office of University Advancement must approve donor information for recognition plaques, walls and signage before artwork is finalized.
- The Office of University Communications must be consulted for design and brand consistency. University Communications is responsible for creating and submitting artwork for donor recognition plaques, walls and signage to the appropriate vendors, in consultation with St. Mary's Facilities.
- The Facilities Department must be consulted about placement and installation for all donor recognition plaques, walls and signage.

All donor recognitions that include the name of the University, must use the full name of the University — St. Mary's University — as presented. The University logo, which is composed of a cross image and the name of the University must be on all donor recognition walls and plaques.

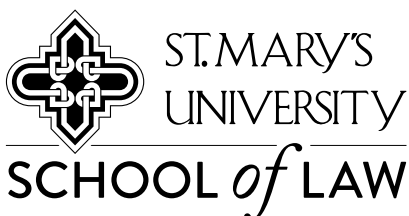
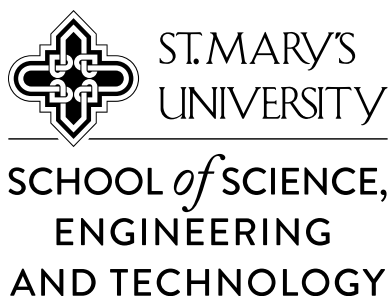
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The only exception to that standard is for St. Mary's University Athletics. St. Mary's Athletics may use the following Rattler Athletics marks instead of the traditional St. Mary's logo. However, they are limited to marks that bear the full name of the University — St. Mary's University.



Interior Plaques and Walls

Donor plaque and wall recognitions will be created in the University standard, which is currently brushed metal, clear acrylic, etched glass, or cast bronze, depending on the location and surrounding finishes. Cast bronze plaques are primarily for use outdoors, and brushed metal, etched glass, and clear acrylic are preferred for indoor use. Donors should not dictate design, logos or symbols.

Preferred plaque size: 12" wide x 10" high

Wall recognitions will be designed to appropriate fit the identified space.

Fonts:

- Donor names – Adobe Caslon, Pro Bold, 44-point type size
- All other copy – Brandon Grotesque Regular, 35-point type size

Colors:

- Color-match Pantone 2955 for copy on brushed metal, etched glass or clear acrylic plaques and walls; clear acrylic and etched glass plaques may also have etched copy with no color
- Bronze or color-match Pantone 2955 (blue) for backgrounds behind clear acrylic and etched glass plaques
- Black backgrounds for bronze plaques



Brushed Metal

Clear Acrylic

Bronze

All wording on donor recognition plaques will be approved in writing by the donor in accordance with the terms set forth in the gift agreement. The approval process will be managed by the Office of University Advancement.

All wording on donor recognition plaques and walls will follow University writing style and standards, as presented in the St. Mary's Writing Style Guide.

Recommended wording for donor recognition plaques:

The ROOM NAME was made possible through the generosity of DONOR NAME.
Dedicated DATE

or

The ROOM NAME was funded by DONOR NAME.
Dedicated DATE

Plaques are typically installed at the entrance to a room or department, but in all cases should be placed at a location that is easily viewed by individuals of all abilities, and as approved by St. Mary's Facilities Services. Plaques are limited to one entryway or location per donor per room, unless approved by the Vice President for University Advancement and the President.

Note: Some plaques on campus do not follow this policy because they were created and installed before this policy was approved and implemented.

Interior Building Signage

Donor-recognition signage for halls and wings may be displayed on nearby archways, walls or doorways to give more prominence to the recognition.

Recommended wording for such signage is as follows:

“DONOR NAME” Hall
“DONOR NAME” Wing
“DONOR NAME” Courtroom

Exterior Building Signage

Donor-names at exterior building entrances will be presented consistent — color, font, size and materials — with the architectural features of the facility and surrounding campus buildings and signage. The full donor name may be used on the exterior building sign, while a shortened version of that name may be used for publication purposes.

Note: Exterior building signage that presents the donor name does not need to include the University name and logo.