Report
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UMass Campus Banner Program Report

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Reference

Campus Landscape Improvement Plan (CLIP)
- Investigation & Assessment of Existing Conditions - December 2005
  Item 8.3 Temporary Signs and Banners

- Campus Landscape Development Program - February 2007
  Item 9.0 Appendix - signage Design Guidelines
  Sign Type 20 - Campus Banner
1. Introduction

The Campus Banner Program is an enhancement of the recommendations prepared for the Campus Landscape Improvement Plan (CLIP).

The goals of the program are as follows:
- Help make the Campus more welcoming and accessible.
- Communicate the variety of programs and events that take place on campus; provide color and visual interest.
- Enhance the beauty of the landscape.
- Strengthen the identity of UMass Amherst.

Several working sessions were held to discuss the themes for the Banner Program and to review the design options. We thank the participants for their thoughtful and well-reasoned suggestions.

2. Opportunities/Campus-Wide

- The light poles on campus, both vehicular and pedestrian, are uniform in size throughout the campus and therefore provide a consistent “armature” for the banners. The light poles/banners can be used to unite the campus and complement the variety of architectural styles and landscape treatments.
- Many events on campus are seasonal. The banners can be used to highlight special events and to reinforce the progression of the “seasons”.
- First Week (Students First!)
  - Fall Open House
  - Homecoming
  - Start of Second Semester (Welcome Students)
- Spring Open House
- Commencement
- Reunion Weekend
- Special Events

3. Opportunities/Site Specific

- The banners can be used to enhance the distinctiveness of different areas on campus. The highest priorities are:
  - Mullins Center
  - Fine Arts Center
  - Student Union
  - DuBois Library
  - Campus Center

- Since there are so many massive buildings on campus, the banners can add liveliness and color to break up the large expanses of concrete and provide a human scale.

4. Challenges

- Banners, to be effective, must be kept fresh and new. An old, faded banner sends the wrong message. Therefore, the banner program should be implemented with long-term maintenance in mind.
  - Banners should be designed and purchased in multiple sets.
  - Banners should be changed out periodically, so that they can be cleaned and restored prior to the next cycle.
  - These “life cycle” costs should be worked into the budget estimate of the banner program.
- Banners should appear in sequence, so a variety of designs and colors is encouraged. They should reflect the diversity of interests, events and programs on campus.

5. Conclusion

The Campus Banner Program, properly managed, can serve to unite the campus and project a positive image for UMass Amherst.

The Design Development Drawings have been prepared to show the design intent of the program. Upon approval, the designs will be refined and the final images will be selected working with the Campus Banner Committee and the specific departments of the University.
The proposed banners have been divided into four categories:
1. Gateway Banners and Signs
2. Pedestrian Corridor Banners
3. Community Building Banners

Each banner category is described in the Design Section of this report.

The banner types for the Initial Implementation are keyed to the Site Plan on the next page.
Design

The Banner Program presents an opportunity not only to communicate a message campus-wide, thus unifying the campus, but also to highlight the great diversity of programs and facilities at UMass Amherst.

The Banners have been divided into the following categories:
1. Gateway Banners
2. Gateway Signs
3. Pedestrian Corridor Banners
4. Community Building Banners

Each Banner category is described below and is illustrated in the drawings which follow.

Please note that the images shown are for design intent only. The final images will be selected in the implementation phase of this program.

1. Gateway Banners and Signs
Banners on public streets are considered gateway banners mounted in series on light poles (vehicular) at the principal gates to the campus. These banners are intended to communicate a campus-wide and will highlight the special events that reflect the “seasons” of the academic year.

In addition there are existing signs located adjacent to the three principal campus gates, which give a first impression of the campus and offer an opportunity for banner display that reinforces the campus graphic identity.

First Week (Students First!)
Fall Open House
Homecoming
Start of Second Semester (Welcome Students)
Spring Open House
Commencement
Reunion Weekend
Special Events

The seasonal updating of the banners keeps the message fresh and adds to the life of the banners since they can be cleaned and repaired during the interval following each change-out. Interestingly, winter is probably the season when banners and signs can be most effective, because they add color and festivity, to an otherwise grey environment.

2. Pedestrian Corridor Banners
The design of these banners is the same as the Gateway Banners (Vehicular) only scaled proportionally to the pedestrian light poles.

A principal use of these banners is to provide a sense of welcome at the Visitor Center and to reinforce the identity of the Haigis Mall as the formal center of the campus. These banners can also be used to highlight the campus tour route whether the tour originates at the Campus Center or Visitor Center. Please note that the site plan shows the proposed extension of the tour route through the East Campus, once the Integrated Science Building and Studio Arts Building are complete.

Several banner themes are shown; these will certainly be expanded in the future and will provide the visitor with a positive impression of the campus and a sense of the history and character of UMass Amherst.

3. Community Building Banners
These banners emphasize the diversity of the campus and the richness of its programs and activities. Because these banners are building related, a greater range of sizes and mounting methods are shown than in the categories described above.

High profile facilities with the greatest student and visitor use have been emphasized:
- Mullins Center
- Fine Arts Center
- Student Union
- DuBois Library
- Campus Center

These designs will be refined in the future. The Campus Center presents a significant design challenge and an appropriate solution has not been developed to date.

A banner program for Housing buildings is already in place (see UMass Amherst Campus Landscape Signage Guidelines sign type 21.1), and will maintain visual graphic continuity with the Campus Banner Program.
Design

The following designs are shown for example only and are not meant to represent finished layouts.

Final text and image content will be developed and approved by the Campus Banner Committee in the context of specific banner program requests.
ABCDEF GH IJKLMN OPQR STUVWXYZ
abcdef ghijklmnopqrstuvwxyz
1234567890

ABCDEF GH IJKL M N OPQR STU VW XYZ
abcdef ghijklmnopqrstuvwxyz
1234567890

ABCDEF GH IJKL M N OPQR STU VW XYZ
abcdef ghijklmnopqrstuvwxyz
1234567890

ABCDEF GH IJKL M N OP QR ST U VW XYZ
abcdef ghijklmnopqrstuvwxyz
1234567890
UMASS AMHERST - BANNER PROGRAM

SECTION C: DESIGN

UMassAmherst

Standard Banner Elevations

3/8" = 1'-0"
WELCOME STUDENTS
UMassAmherst

WELCOME CLASS OF 2012
UMassAmherst

REUNION WEEKEND
UMassAmherst
Drawings and Specifications

Drawings for the Gateway Banners (Vehicular) and Pedestrian Corridor Banners (Pedestrian) are shown on the following pages.

Drawings for the Gateway Signs and Community Building Banners will be developed as necessary.

Specifications

Vinyl Banners

Full color digital print on exterior grade matte vinyl, 4mil minimum. Minimum output resolution shall be 300 DPI, 3M Scotchprint, 3M Co., St. Paul, MN or approved equal.

Banners shall be two-sided, pockets shall be sewn top and bottom for the banner poles; double stitch edges.

Inks and solvents shall be durable for outdoor use with UV inhibitors and provide a minimum of 5 years colorfastness without the use of protective coatings or laminates.

Hardware

The banners shall utilize stainless steel mounting brackets with adjustable polymer coated fiberglass arms and attached to the light pole with ¾” stainless steel strapping.

The brackets shall be Bannerflex II by Kalamazoo Bannerworks, Kalamazoo, MI, Eder SBA-30 brackets, Eder Flag Manufacturing Co., Oak Creek, WI or approved equal.

Note: Alternative specifications for banners that are more environmentally friendly will be considered.
Sign Type 20 – Campus Banner - Vehicular

**Description:** Vinyl Exterior Banners.

**Banner Size:** 2'-6"w x 6'-0"h

**Typeface:** Sabon Roman, unless specified

**Graphics:**
- Background – To match PMS 201
- UMass Seal – To match PMS 199
- Seal and Text – White

**Materials:** Vinyl Banners and S.S. Brackets

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**Elevation**

Scale: 3/8" = 1' - 0"

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**Mounting Detail**

Scale: 3/4" = 1' - 0"

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**Banner Layout**

Scale: 1" = 1' - 0"
**Sign Type 20A – Campus Banner - Pedestrian**

**Elevation**

**Description:** Vinyl Exterior Banners.

**Banner Size:** 1’-6”w x 3’-6”h

**Typeface:** Sabon Roman, unless specified

**Graphics:**
- Background – To match PMS 201
- UMass Seal – To match PMS 199
- Seal and Text – White

**Materials:** Vinyl Banners and S.S. Brackets

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**Mounting Detail**

Scale: 3/4” = 1’ - 0"

- 3/4” Stainless steel banding

- Adjustable polymer coated fiberglass arm

- Provide tether to keep banner from slipping off post

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**Banner Flex II Bracket**

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**Layout**

Scale: 1” = 5’ - 0"

- 3” slot opening

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**A**

**Elevation**

Scale: 3/8” = 1’ - 0”

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**B**

**Mounting Detail**

Scale: 3/4” = 1’ - 0”

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**A**

**Layout**

Scale: 1” = 5’ - 0”

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