



SUMMARY
EXTERIOR WAYFINDING SIGNAGE SYSTEM
AND APPROVAL PROCESS
FOR
FACILITIES AT
MILWAUKEE REGIONAL MEDICAL CENTER

Revised: December 2018

Procedure for Administration of MRMC Signage Standards

This procedure is designed to support the wayfinding objectives and signage standards developed through the cooperative efforts of the member organizations located on the campus of Milwaukee Regional Medical Center. These objectives include:

- Development of a well ordered and functional system of exterior signage for both common areas and facility premises.
 - Efficient and clear communications of necessary information to route wayfinders to their desired destination with maximum ease and minimum confusion.
 - Reduction of visual clutter and confusion; number and locations of signs kept to the minimum required to provide information.
 - Provision of an identity for the Medical Center campus and member facilities through consistent and unified standards.
1. The exterior Wayfinding Signage System Manual, including by reference this procedure and the City of Wauwatosa Sign Code, has been adopted as policy by the MRMC Board of Directors. The Manual includes system objectives, definitions, specifications for various types of signs approved for use, graphic standards, and appendices including this document.
 2. The Campus Signage Committee functions on an ad hoc basis to address signage and wayfinding issues. The committee will include a representative of each member facility and the MRMC office. It is understood that MRMC staff will attempt to resolve questions with the involved parties before submittal to the Signage Committee, and when appropriate written, telephone or electronic communication may be utilized instead of meetings.
 3. MRMC will maintain a comprehensive and up-to-date file of exterior signage site plans covering both campus commons areas and member facilities.
 4. Prior to applying for a permit to erect a sign, a sign approval request form and scaled drawings will be submitted to the MRMC office in duplicate for review. The drawing(s) shall be the same as required by the City of Wauwatosa for permit applications, showing location, dimensions, content, subject matter, construction, height above grade, and type of illumination. Those in conformance with MRMC signage standards will be stamped approved, initialed and dated on the back of the drawings. Such approval will accompany sign permit requests when submitted to Wauwatosa. The MRMC office will retain one copy for its files. (Note: preliminary informal review of sign plans may be requested at any time but the formal review process described above is to be followed before a permit is requested.
 5. Non-conforming signs will be discussed with the appropriate representative of the submitting facility to determine if they can be brought into conformance. If this cannot be accomplished, the sign will be reviewed by the Campus Signage Committee. A consensus of committee members will be required to approve a non-conforming sign.

6. In performing its review of the site and sign plans, the MRMC staff will try to identify situations which, while in conformance with the signage manual, may present other problems such as one member's sign blocking the view of another, adjacent signs with redundant or contradictory information, signs which potentially detract from wayfinding objectives, etc. Such situations will be brought to the attention of the involved parties and/or the Signage Committee as appropriate.
7. Situations which cannot be resolved through this procedure may be referred to the MRMC Board of Directors for final determination, accompanied by a recommendation from the Signage Committee.

**Adopted 2/28/91
By the Board of Directors
Milwaukee Regional Medical Center
Updated 3/19/05**

Attachments:

- MRMC Exterior Sign Approval Request Form

**MILWAUKEE REGIONAL MEDICAL CENTER
EXTERIOR SIGN APPROVAL REQUEST FORM**

Date of Request: _____

Submitting Facility: _____

Contact Person at Facility: _____

Telephone Number _____

Mailing Address _____

E-Mail Address _____

Additional Contact (if any) _____ Tel _____

**LIST SIGNS FOR WHICH
APPROVAL IS REQUESTED:**

Disposition (MRMC office use)

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |
| 6. _____ | _____ |

- A. For each sign, submit 2 duplicate scale drawings showing location, dimensions, content, subject matter, color, construction, height above grade and illumination (These drawings shall be the same as required by the City of Wauwatosa for sign permit applications.)
- B. Review of signs will follow the procedure outlined in the Procedure for Administration of MRMC Campus Signage Standards (See MRMC Exterior Wayfinding Signage System Manual.)
- C. Approved signs will be stamped, initialed and dated on the back of the drawing. Such evidence of approval is to accompany sign permit requests when submitted to Wauwatosa. MRMC will retain one copy for its files.
- D. This form is for record keeping and communication purposes and will be returned to the submitting facility along with the remaining drawing.

PLEASE DIRECT INQUIRIES/SUBMITTAL TO:

Milwaukee Regional Medical Center
Attn: Mark Geronime
8700 Watertown Plank Rd. – Mail Stop LL#5
Milwaukee, WI 53226
(414) 778-5920 Fax: 778-6085
Or by Email: mgeronime@mrmcfl.org

**MILWAUKEE REGIONAL MEDICAL CENTER (MRMC)
SIGNAGE COMMITTEE MEMBERS &
HOLDERS OF MRMC WAYFINDING SIGNAGE SYSTEM MANUAL – Rev. July 2018**

Blood Center of Southeastern Wisconsin

Paul Matson, Director of Finance & Controller
(Manual given to: Patricia Martin, Vice President, Support Services)
638 N. 18th St., Milwaukee WI 53201-2178
TEL 937-6349
e-mail: paul.matson@bcw.edu

Children's Hospital of Wisconsin

Matt Wade, Vice President Campus & Support Services
(Manual given to: John Oswald, Director of Facilities Development)
8915 W. Connell St. PO Box 1997, Milwaukee WI 53201-1997
TEL 266-2164
e-mail: mwade@chw.org

Curative Care Network

Candace Hennessy, CEO
(Manual given to: James Marasco, Executive Vice President)
1000 N. 92nd St., Milwaukee WI 53226-4800
TEL 414.479-9606

Froedtert Hospital

John A. Balzer, Vice President, Facilities Planning & Development, Froedtert Health
9200 W. Wisconsin Ave., Milwaukee WI 53226-0099
TEL 414.805-2649
e-mail: john.balzer@froedtert.com

Medical College of Wisconsin

Jeff Bornemann, Vice President of Facilities & Operations
Jeremy Theis, Director of Planning, Design, & Construction
(Manual given to: Donna K. Gissen, Asst. Vice President, Planning & Governmental Affairs)
8701 Watertown Plank Road, PO Box 26509, Milwaukee WI 53226-0509
TEL 414.955.8787
e-mail: jbornema@mcw.edu

Milwaukee County Behavioral Health Complex

Teig Whaley-Smith, Director Administrative Services – teig.whaley-smith@milwaukeecountywi.gov
Aaron Hertzberg, Economic Development Director – aaron.hertzberg@milwaukeecountywi.gov
Stuart Carron, Director of Facilities Management – stuart.carron@milwaukeecountywi.gov
Manual held by:
Lynn Gram, Assistant Hospital Administrator – Environment of Care Compliance
9455 Watertown Plank Road, Milwaukee, WI 53226-3559
TEL 414.257-7516
e-mail: lynn.gram@milwcnty.com

Milwaukee Regional Medical Center, Inc.

Mark Geronime, Vice President of Operations
8700 Watertown Plank Rd., Mail Stop LL#5, Milwaukee, WI 53226 ('Tosa)
TEL 414.778-5920 FAX 414.778-6085
e-mail: mgeronime@mrmcfl.org

**City of Wauwatosa
Building and Safety Division
Sign Code Reference Material**

Letter Visibility Chart

Letter Height	Maximum Impact	Maximum Readable Distance
5/8"		15'
3/4"	The following distances	18'
7/8"	will vary approximately	21'
1"	10% with various color	24'
1 1/4"	combinations. Maximum	30'
1 1/2"	distance color would	36'
1 3/4"	be RED or BLACK	42'
2"	on a white background	48'
2 1/2"		60'
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

Prepared by the California Institute of Technology

15.14.180 Residential districts.

Only the following signs are allowed in residential districts:

- A. Temporary signs;
- B. Permanent church identification signs;
- C. Permanent school identification signs;
- D. Permanent historical signs and markers;
- E. Permanent city facility identification signs; and
- F. Election signs in compliance with Section 15.14.290 of this chapter. (Ord. O-05-8 § 1, 2005; Ord. O-99-13 § 1 (part), 1999)

15.14.190 Planned development.

Signage in a planned development shall be controlled by the provisions in the plan for the business development as adopted by the common council. (Ord. O-99-13 § 1 (part), 1999)

15.14.200 Medical center and institutions district.

A. Approval Required by Milwaukee Regional Medical Center. Each occupant shall submit copies of sign plans to the Milwaukee Regional Medical Center for approval prior to applying for the city for a permit. Two copies of the approved sign plans shall be submitted to the city upon application for a sign permit.

B. Total Amount of Signage Allowed.

1. The total amount of signage permitted for each building within the medical center and institutions district shall be determined by multiplying the lineal front footage of the main building facing the adjacent roadway by a factor of two. The owner of a multiple tenant commercial building (MTCB) is responsible for dividing the gross allowable sign square footage among all occupants of the multi-use building.

2. Directional signs shall not exceed six square feet in area and shall not exceed eighteen feet in height. These signs shall not be placed on city right-of-way or block vision of vehicular traffic. Directional signs do not require a permit and are not included in the calculation of the gross allowable sign square footage.

C. Type and Total Number of Signs Allowed.

1. No building may have more than two signs and such signs must be monument or wall type with the exception that each business premises located on the ground floor of a MTCB shall be entitled to a wall sign or awning sign not exceeding thirty-two square feet in area. Monument signs may not extend over the public right-of-way and may not exceed one hundred square feet in area on each side. A building with over three hundred feet of lineal front footage on the premises lot may have an additional permanent sign not exceeding one hundred square feet in area.

2. Buildings of three or more stories above the adjacent grade shall be allowed a total of three signs but all such additional signage must be wall signs placed above the second floor of the building.

3. Traffic signs not on city right-of-way are permitted without restriction and do not require permits (i.e., stop, yield, symbols).

4. Logos are considered a part of signage and are calculated as part of the gross allowable sign square footage. (Ord. O-99-13 § 1 (part), 1999)

15.14.210 Historical districts.

(Reserved)

15.14.220 Business districts.

A. Total Amount of Square Footage Allowed. The gross allowable sign square footage allowed for each business site or MTCB shall not exceed the lineal building front footage multiplied by

EXAMPLES OF EXTERIOR SIGNAGE TYPES COMMONLY UTILIZED BY MEDICAL CENTER ORGANIZATIONS

Ground Signs (Type E)
Pole Signs (Type F)
Double Pole & Panel (Type G)
Double Pole & Panel (Type G2)
Double Pole & Panel (Type G3)
Building Identification
Monogram Guidelines

Complete specifications and additional examples are
provided in the MRMC Wayfinding Signage System Manual.

Sign Type EPurpose

Ground structures function to identify the individual facilities and their main entrance drive from the arterial streets.

User Responsibility

The signs are to be located on the grounds of the individual facilities and should be included in their Master Plan.

Design Standards

Type E signs present the corporate identity of the members and include the individual facilities signature logo and logotype. The area of a facilities logo shall not exceed thirty percent of the face of the sign. The horizontal format and left placement of the signature logo are standard for this sign type. Sign layout standards for each member's identity are shown on pages 2.05a to 2.05c of this Section. The sign can have copy on both faces and shall be counted as one sign.

Dimensions

The overall dimensions for Type E signs are:

4'-0"H X 10'-0"W X 13-7/8"D

Ground signs shall not exceed 6'-0" in height, as measured from the finished grade nearest the base of the sign to the top of the sign.

Power Requirements

Type E signs are internally illuminated.

Sign Quantities

Subject to the City Of Wauwatosa Sign Code.

Installation Guidelines

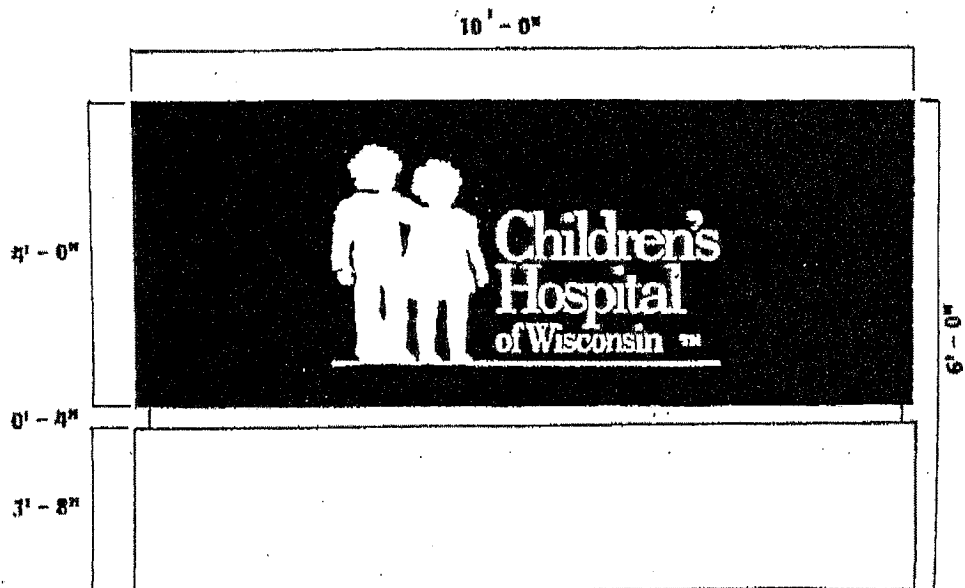
Erect ground signs at a minimum lateral clearance of 2'-0" from the near edge of the sidewalk, as close to the building as possible and at a right angle to permit viewing by traffic moving in both directions. Where the building is set back from the street and not visible or only partially visible from the street, erect the ground sign next to the entrance drive to the building, on the side closest to the building.

Special Consideration

Alternate ground sign Layout No.1 shown on page 2.05d incorporates the member signature logo and logotype with directional message copy.

Alternate ground sign Layout No.2 shown on page 2.05d incorporates the member signature logo and logotype with street address message copy.

Note: The signature logo for Children's Hospital of Wisconsin appears on this sign at 2'-9"H. This is 9" higher than the standard 2'-0" height for Type E signature logos. This non-standard condition results from the TM (trademark) relationship between logo and logotype.



Sign Type F

Restrictive Parking R-7 Series

Purpose

Sign Type F structures function to identify restrictive parking spaces and to provide information as to who can and cannot use the parking space.

User Responsibility

Signs located on the common areas are restricted by MRM's Master Plan. Signs located on the grounds of individual facilities should be included in their Master Plan.

Design Standards

The standards for this sign type are determined by the content of the restrictive information. The graphic symbols, colors, copy size and typestyle for signs providing restrictive parking information are shown on page 2.06a of the Manual. All Type F signs have copy on one face, unless noted otherwise in Special Considerations, and shall be counted as one sign.

*Poles &
Backs of Signs
are black.*

Dimensions

The overall dimensions for Type F signs are:

1'-6"H X 1'-0"W X 1/8"D

Restrictive Parking signs shall not exceed 8'-6" in height, as measured from the finished grade nearest the sign pole to the top of the sign.

Power Requirement

Type F signs are not illuminated.

Sign Quantities

Not Applicable

Installation Guidelines

Erect single pole Restrictive Parking signs at a minimum lateral clearance of 2'-0" from the outside of the curb. R7 Series Parking signs with arrows are used to indicate the extent of the restricted zone. The signs should be set at an angle

of not less than 30 nor more than 45 degrees with the line of traffic to be visible to approaching traffic.

Care should be exercised to see that the single arrows point in the proper direction to indicate the regulated zone. Where the zone is unusually long, signs showing a double arrow are desirable at intermediate points within the zone.

Special Considerations

If the signs are mounted at an angle of 90 degrees to the curb line, the two signs shall be mounted back to back at the transition point between two parking zones, each with the appended plate reading THIS SIDE OF SIGN. At intermediate points within a zone, a single sign without any arrow or appended plate should be used, facing in the direction of approaching traffic.



Sign Type G

Changeable Message
Structure: Vehicular
Directional

Purpose

Sign Type G structures function to direct vehicles from arterial streets onto individual facility drives to desired building entrances and parking areas.

User Responsibility

The signs are to be located on the grounds of individual facilities and should be included in their Master Plan.

Design Standards

The colors, copy size and typestyle are standard for this sign type. The message copy is to be determined by the functional requirements of individual facilities. The content of the message copy should be restricted to the identification of the facility, street address, departments, services and parking areas. The maximum lines of copy for this sign are not to exceed eight per sign face. Type G signs can have copy on one or both faces and shall be counted as one sign.

Dimensions

The overall dimensions for the faces of a Type G sign are as follows:

4'-0" H X 6'-0" W X 2" D

Double Post and Panel
Changeable Message
Structures shall not exceed 6'-0" in height, as measured from the finished grade to the top of the sign.

Power Requirements

Type G signs are not illuminated.

Sign Quantities

There is to be one Type G sign for each individual facilities main entrance drive. Multiple Building facilities, meaning a complex of buildings that are attached or

interconnected and may included a combination of single story, multiple story and or large scale structures, may have more than one main entrance drive and therefore may require more that one Type G sign.

Installation Guidelines

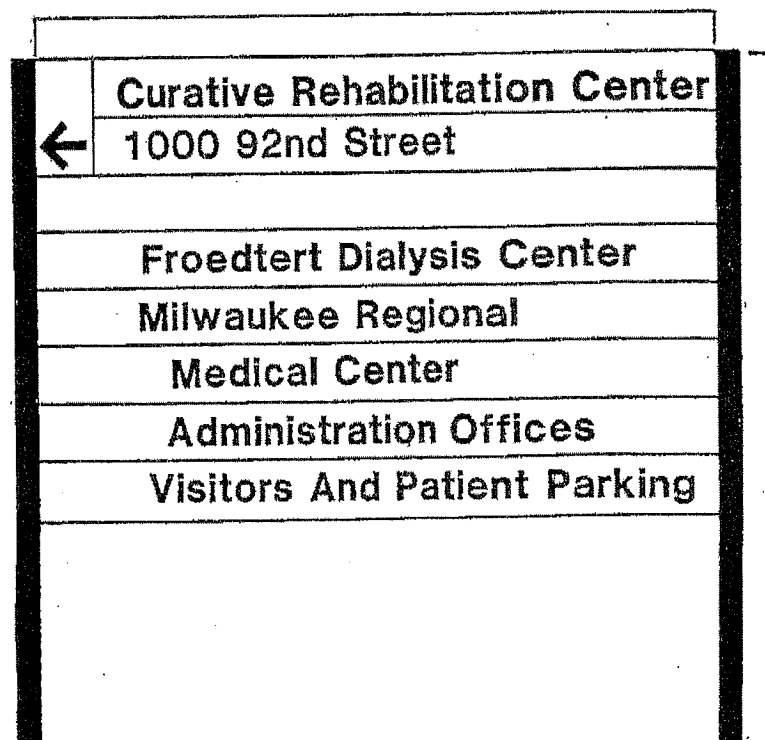
Erect double post and panel signs at a minimum lateral clearance of 3'-0" from the near edge of the sidewalk, as close to the building as possible and at right angle to permit viewing by traffic moving

in both directions. Where the building is set back from the street and not visible from the street, erect the Type G sign next to the entrance drive to the building, on the side closest to the building.

Special Considerations

The signature logo and logotype of the individual facilities is not allowed on this sign type.

6' - 0"



6' - 0"

Double Pole & Panel

2.07g

Sign Type G2

Double Post and Panel
Structure: Parking
Identification

Purpose

Sign Type G2 structures function to identify parking areas from arterial streets and provide auxiliary parking user information.

User Responsibilities

The signs are to be located on the grounds of individual facilities and should be included in their Master Plan.

Design Standards

The parking symbol, colors and copy are standard for this sign type. The name of the facility is to appear at the top of the sign. The content of the auxiliary parking message copy is to be determined by the function requirements of individual facilities. The maximum lines of auxiliary copy for this sign are not to exceed four. The signs are to have copy on both faces and shall be counted as one sign and shall be counted as one sign.

Dimensions

The overall dimensions for the faces of the Type G2 signs are as follows:

2'-0"H X 2'-0"W X 2"D

0'-4"H X 2'-0"W X 2"D

Double Post and Panel
Structures shall not exceed 6'-0" in height, as measured from finished grade to the top of the sign.

Power Requirements

Type G2 signs are not illuminated.

Sign Quantities

One sign for each entrance to an open parking lot.

Installation Guidelines

Erect double post and panel signs at a minimum lateral clearance of 3'-0" from the near edge of the sidewalk as close as possible to the entrance drive to the parking lot and at a right angle to permit viewing by traffic moving in both directions.

Special Considerations

Auxiliary bars providing restricted parking information shall have a Red background.

Auxiliary bars providing handicapped parking information shall have a blue background.

2' - 0"



Sign Type G3

Structure: Informational

Purpose

Sign Type G3 structures function to present messages that can be informational, restrictive or directional.

User Responsibility

The signs are to be located on the grounds of the individual facilities and should be included in their Master Plan.

Design Standards

The color, copy size and typestyle are standard for this sign. The message copy is to be determined by the functional requirements of the individual facility. The content of the copy should be restricted to informational, restrictive and directional messages. The maximum lines of copy for informational and restrictive signs are not to exceed 8 per sign face. The maximum lines of copy for directional signs with one arrow are not to exceed 7 per sign face. Type G3 signs can have copy on one or both faces and shall be counted as one sign.

Dimensions

The overall dimensions for the faces of the Type G3 sign are as follows:

2'-0"H X 2'-0"W X 2"D

Double Post and Panel Structures are not to exceed 6'-0" in height, as measured from finished grade to the top of the sign.

Power Requirements

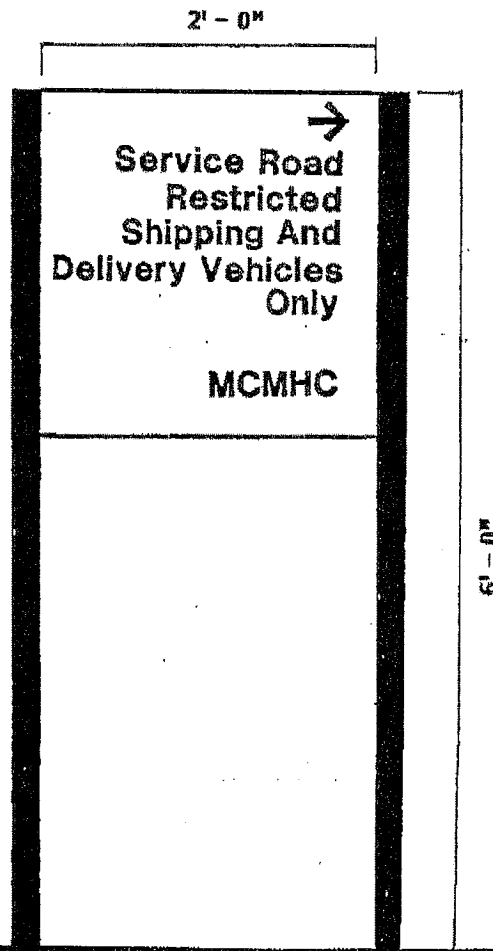
Type G3 signs are not illuminated.

Sign Quantities

Not Applicable.

Installation Guidelines

Erect double post and panel signs at a minimum lateral clearance of 3'-0" from the near edge of the sidewalk as close to the entrance drive as possible and at a right angle to permit viewing by traffic moving in both directions.



Usage Guidelines

The primary standard for determining the placement of letterforms to identify a building from a distance is the building's size. There are four categories of buildings. Standards for buildings in each category are presented in this section. The four categories are:

Single Story shall mean a building of one story in height as measured from ground level to the roof.

Multiple Story shall mean buildings more than one story and no more than four stories in height as measured from the ground level to the roof.

Large Scale Buildings shall mean more than four stories in height, as measured from the ground level to the roof.

Multiple Buildings shall mean a complex of buildings that are attached and interconnected and may include a combination of single story, multiple story and/or large scale structures and follows those building codes accordingly.

Regulation Guidelines

The following regulations shall apply to the preparation and implementation of a signage master plan for Building Identification letterforms.

- Single Story, Multiple Story and Large Scale buildings shall have no more than two (2) Individual Element building identification signs

- In the Southeast Medical Center Quadrant of the County Grounds, the preferred locations for Individual Element building identification signs are at a building's North, West and East elevation, respectively.

- Each Main Entrance to a Single Story, Multiple Story and Large Scale building may have Individual Element main entrance identification signs.

- Individual Element main building entrance signs shall not be floodlighted within a distance of 400 feet from a residentially zoned district.

- In Single Story, Multiple Story and Large Scale buildings, where separate entrance access exists for visitor, outpatient inpatient, emergency etc. traffic, the function of the entrance is to be made clearly distinguishable by an Individual Element entrance identification sign whenever possible.

- Building entrances, that have been designated as restricted access to comply with security or fire safety code requirements, should not be identified.

- Single Story Building identification letterforms shall have a display area that is not to exceed 50 square feet in area.

- Multiple Story Building identification letterforms shall have a display area not to exceed 100 square feet in area.

- Large Scale Building identification letterforms shall have a display area not to exceed 400 square feet in area.

- A Multiple Building Complex shall comply with the regulations set forth for Single Story, Multiple Story and Large Scale Buildings.

The following regulations shall apply to the preparation and implementation of a signage master plan for Building Entrance letterforms

- Single Story Building entrance letterforms shall have a display area that is not to exceed 50 square feet in area.

- Multiple Story Building entrance letterforms shall have a display area that is not to exceed 100 square feet in area.

- Large Scale Building entrance letterforms shall have a display area that is not to exceed 200 square feet in area.

- A Multiple Building Complex shall comply with the regulations set forth for Single Story, Multiple Story and Large Scale Buildings.

Multiple Story

Large Scale

Back Lighted Channel Letters For The Identification of Multiple Story And Large Scale Buildings

Building Identification signs for this category of buildings are composed of individual channel letters, fabricated from sheet metal and applied directly to the building's "skin". Channel letters have a depth that separates them from the plane of the building giving the letters a neat, crisp appearance. The letters are applied directly to a building's skin rather than a background panel.

Building Identification channel letters may be illuminated. The lighting source is housed in the channel in back of the closed, metal face of the letter. Because the letter is mounted to extend away or "standoff" from the building, the lighting reflects off the building and produces an outline of each letter. At night, the outline is filled with the dark face of each letter creating a silhouetting effect. This technique for lighting channel letterforms is referred to as backlighting or silhouetting. The construction specifications for back lighted channel letterforms are located in this section.

The size of the illuminated channel letterforms shall relate to the architectural scale of each building and the distance from which they are viewed. Guidelines for viewing distances and letterform sizes for each of the four building categories are described in this section.

Since the channel letterforms are applied directly to the building rather than a background panel, they must compete by size alone with the building's architectural style and details. Because the letterforms are

backlighted, the minimum initial capital letter height must be equal to, or greater than 12", the minimum letter depth equal to, or greater than 4" and the minimum stroke equal to, or greater than 2-1/2". The criteria for determining the height, depth and stroke of illuminated channel letters appear on a Letter Sizing Chart in this section.

Single Story

Cut And Cast Letters For The Identification Of Single Story Buildings

Building Identification signs for this category of building are composed of individual letters precision cut from plate metal or individual letters formed by casting. The cut and cast letters are applied directly to the building "skin". Both have a depth that separates them from the plane of the building giving the letters a neat, crisp appearance. The letters are applied directly to the building's skin rather than a background panel. Building Identification cut and cast letters will be illuminated. The lighting source will be from either existing ambient light or, where the ambient light is insufficient, floodlights. Letterforms shall not be floodlighted within a distance of 400 feet from a residentially zoned area. The construction specifications for precision cut metal letters and cast metal letters are located in this section. The size of the cut or cast letters shall relate to the architectural scale of each building and the distance from which they are viewed. Guidelines for viewing distances and letterform sizes for this category of building are described in this section.

Color Standards For Channel, Cut Metal and Cast Letters

The colors for the faces of the channel, cut and cast letters should contrast with the color of the building. To achieve an optimum contrast and polarity performance ratio at = to, or > than 70 % between a building's architectural color and the building identification message, WHITE is to be used on dark colored, textured or patterned building backgrounds and BLACK is to be used on a light colored, textured or patterned building backgrounds. No other colors are to be used.

This is an important standard for enhancing the legibility and readability of building identification signs. While color and contrast are often thought to be synonymous factors in visual perception, color has a distinct effect apart from pure value, particularly when a white or black message is used with with a contrasting black or white background.

The specified coating systems for sheet metal channel letters, plate metal cut letters, and cast metal letters are located in Section 3.0

The architectural scale and appearance of MRMC's buildings are shown on the following pages. Scaled sign layouts, elevations, placements, alignments and typography standards for the Building Identification signs are also shown and they are offered as an example only. The logotype styles shown are also offered as an example and the standards for the use of building identification signs shall not be limited to these type styles.

Monogram Guidelines

Consortium Member Signature Monograms

Building Identification signs may include a MPMC consortium member signature monogram.

The signature monogram is the logo, symbol or mark element of the member's graphic signature. The signature monogram is used in a specific arrangement with the member's signature typography element. The two elements compose the member's graphic signature which is the visual expression of the member's identity. Refer to Pages 4.03 to 4.03a for the arrangement of MPMC consortium member graphic signatures.

The signature monogram can be fabricated from extruded aluminum, cut metal plate or formed by a casting in the configuration that conforms to a member's signature monogram. Monograms are applied directly to the building's "skin" at a depth and in a plane parallel with the member's signature typography.

Illumination Standards

Building Identification signature monograms may be illuminated or non-illuminated.

Illuminated signature monograms shall have an internal type of illumination. Lighting sources for internally illuminated signature monograms are fluorescent and neon tubes that are set inside an aluminum housing. Fluorescent tubes shall be used inside aluminum cabinet housings to face-lit opaque acrylic faces decorated with translucent copy and,

or, graphics. Neon tubes shall be used inside aluminum channel housings to back-lit or silhouette opaque metal faces.

Non-Illuminated signature monograms shall have an exterior type of illumination. Lighting sources for externally illuminated signature monograms are either existing ambient light, or where the ambient light is insufficient, floodlights.

Monograms shall not be floodlighted within a distance of 400 feet from a residentially zoned area.

The construction specifications for illuminated and non-illuminated signature monograms are located in this section.

Size Standards

The size of the signature monograms shall relate to the architectural scale of each building and the distance from which they viewed. Monogram sizes shall comply within the square footage restrictions as set forth by the City Of Wauwatosa.

Guidelines for viewing distances are also found in this section.

Color Standards For Monograms

The colors for the faces of the illuminated or non-illuminated signature monograms may be the member's corporate signature color. The use of this color is limited to the monogram and may not be used for the signature typography.

The color for the sides and returns of the face-lit and back-lit aluminum housings shall be WHITE, BLACK, or the color of the monogram's FACE. No other colors are to be used on the sides and returns of the signature monogram housing.

The rationale for the application of these colors to the sides or returns is set forth on Page 3.01a, Color Standards Letters, paragraph 2, and applies with equal force to the legibility and readability of monograms.

The architectural scale and appearance Of MPMC's buildings are shown on the following pages. Scaled sign layouts, alignments and typography standards for Building Identification signs are also shown and they are offered as an example only. The logotype styles are also offered as an example and the standards for the use of building identification signs shall not be limited to these type styles.

MRMC Wayfinding Signage System Manual

4.03 GRAPHIC SIGNATURE ELEMENTS & ARRANGEMENTS INTERIM



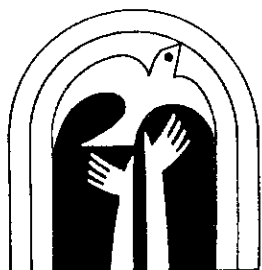


BLOOD
RESEARCH
INSTITUTE

THE BLOOD CENTER OF SOUTHEASTERN WISCONSIN



Children
Hospital
of Wisconsin TM



Curative

FROEDTER

MEMORIAL LUTHERAN HOSPITAL



MEDICAL
COLLEGE
OF WISCONSIN



MILWAUKEE COUNTY
mental health
COMPLEX

Graphic Signature Elements And Arrangements

CONSORTIUM MEMBER
GRAPHIC SIGNATURE



BLOOD
RESEARCH
INSTITUTE

THE BLOOD CENTER OF SOUTHEASTERN WISCONSIN

CONSORTIUM MEMBER
GROUND SIGN



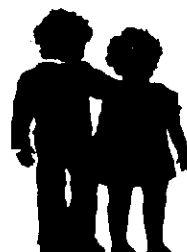
BLOOD
RESEARCH
INSTITUTE

CONSORTIUM MEMBER
INDIVIDUAL ELEMENTS

BLOOD RESEARCH INSTITUTE
THE BLOOD CENTER OF SOUTHEASTERN WISCONSIN



Children's
Hospital
of Wisconsin TM

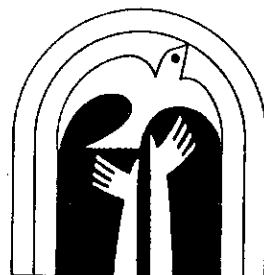


Children's
Hospital
of Wisconsin TM

Children's Hospital
Children's



Curative



Curative
Rehabilitation
Center

Curative
Rehabilitation
Center
Curative Rehabilitation Center

Curative

FROEDTERT

MEMORIAL LUTHERAN HOSPITAL

FROEDTERT

MEMORIAL LUTHERAN HOSPITAL

FROEDTERT



MEDICAL
COLLEGE
OF WISCONSIN



MEDICAL
COLLEGE
OF WISCONSIN

MEDICAL COLLEGE OF WISCONSIN

CONSORTIUM MEMBER
GRAPHIC SIGNATURE



CONSORTIUM MEMBER
GROUND SIGN



CONSORTIUM MEMBER
INDIVIDUAL ELEMENTS

MILWAUKEE
COUNTY
medical
COMPLEX