



ROCKY MILLER PARK - ASHLAND



ROCKY MILLER PARK - ISABELLA



RYAN FIELD - CENTRAL & JACKSON



RYAN FIELD - CENTRAL & ASHLAND

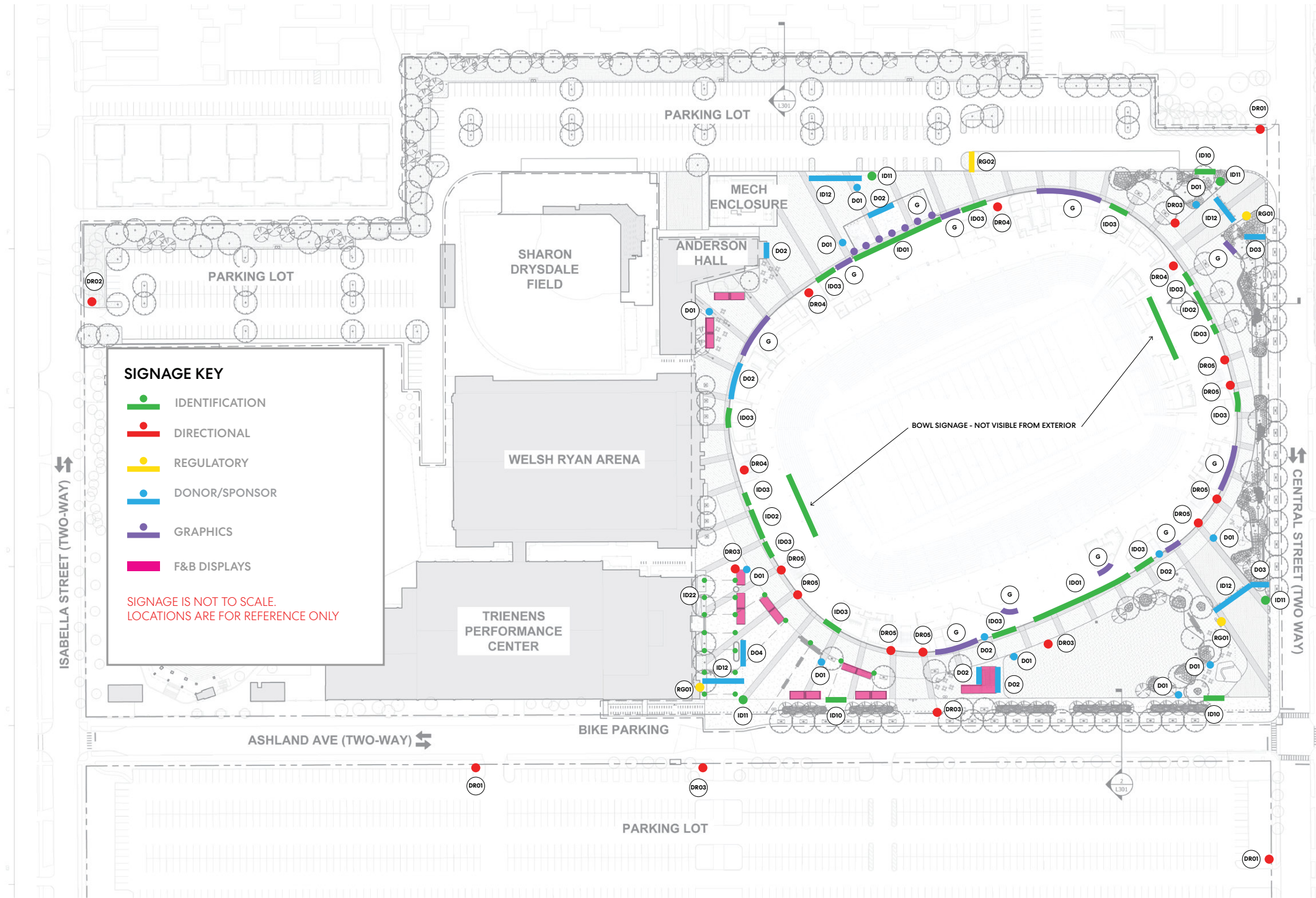


RYAN FIELD - ASHLAND

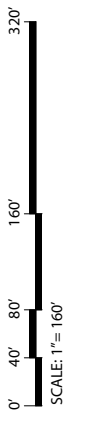


TRIENENS HALL - ASHLAND





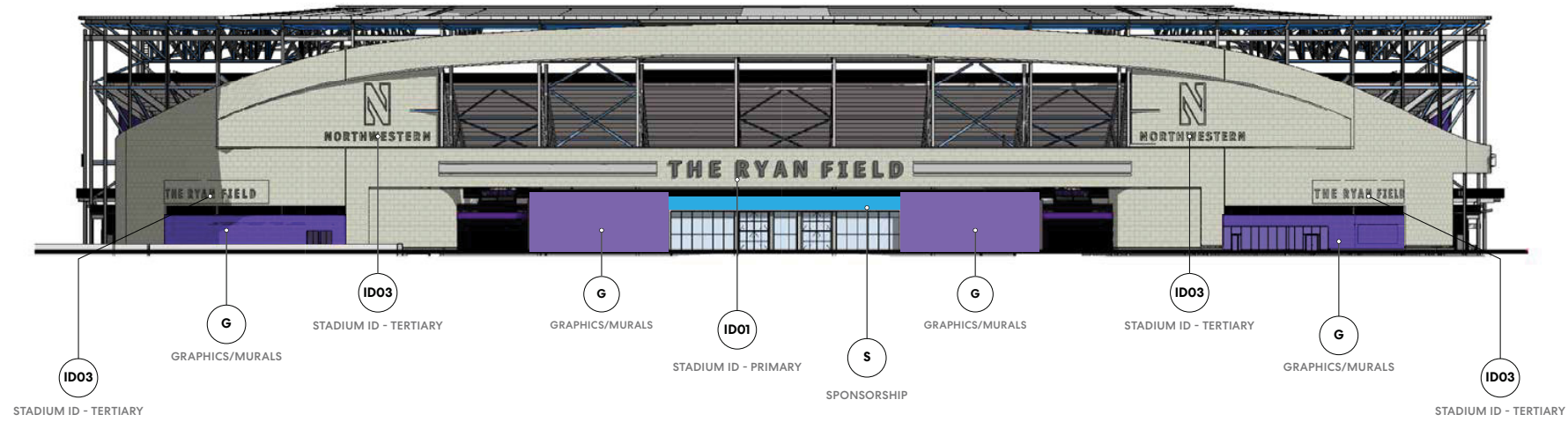
SITE SIGNAGE



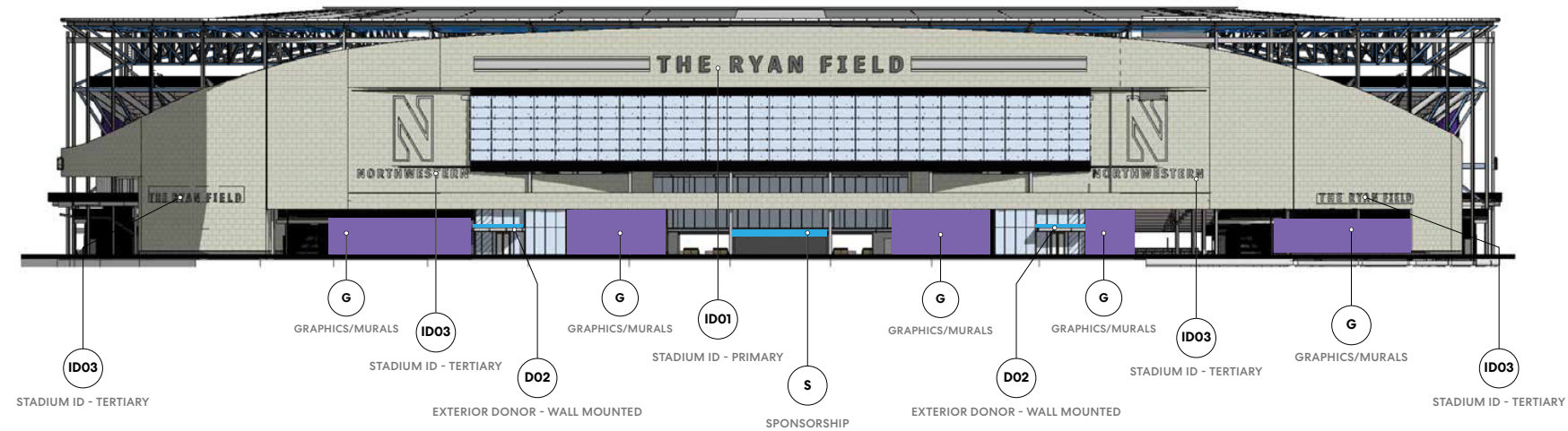
CONCEPTUAL DESIGN.
 LOCATIONS APPROXIMATE/
 SUBJECT TO UNIFORM
 SIGNAGE APPROVAL



EAST ELEVATION



WEST ELEVATION



SITE SIGNAGE - ELEVATIONS

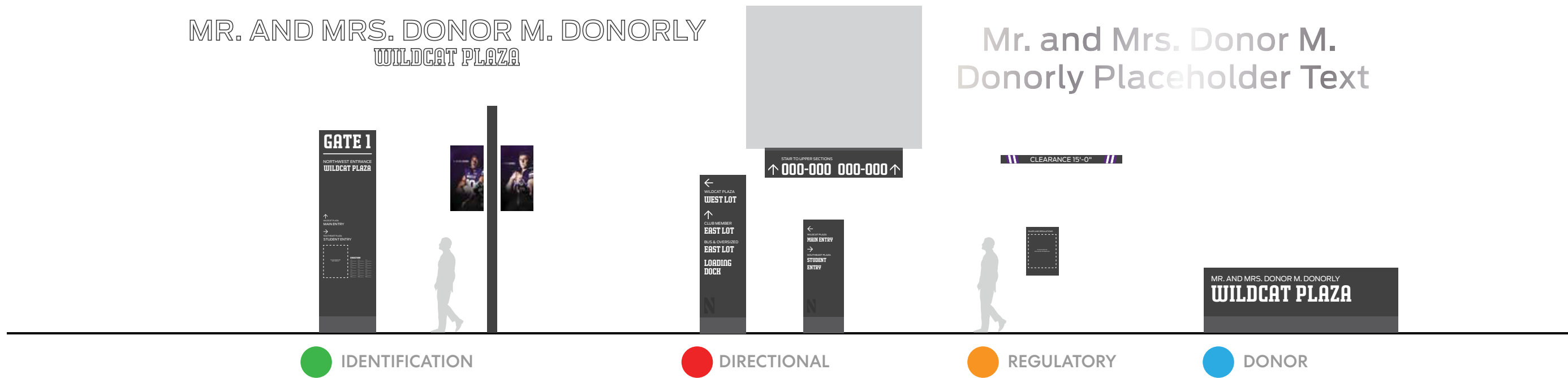


CONCEPTUAL DESIGN.
LOCATIONS APPROXIMATE/
SUBJECT TO UNIFORM
SIGNAGE APPROVAL

THE RYAN FIELD

MR. AND MRS. DONOR M. DONORLY
WILDCAT PLAZA

Mr. and Mrs. Donor M.
Donorly Placeholder Text



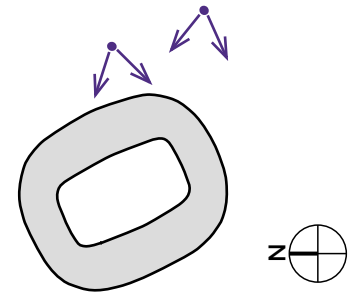
NORTHWESTERN UNIVERSITY
RYAN FIELD REDEVELOPMENT
PLANNED DEVELOPMENT APPLICATION

SITE SIGNAGE

NOT TO SCALE

HNTB
Perkins&Will
MAY 1, 2023

DP-36



 IDENTIFICATION

8'-6" **THE RYAN FIELD** 10'

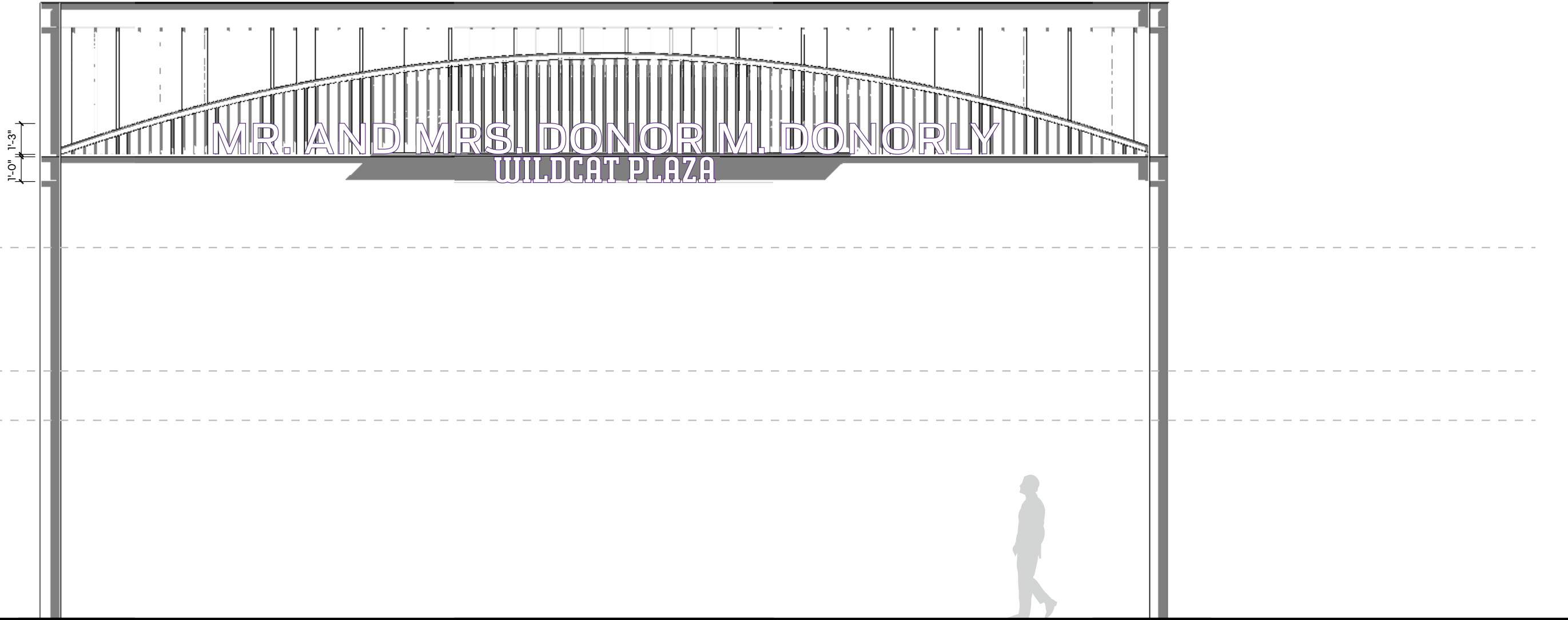
ID01 STADIUM ID - PRIMARY

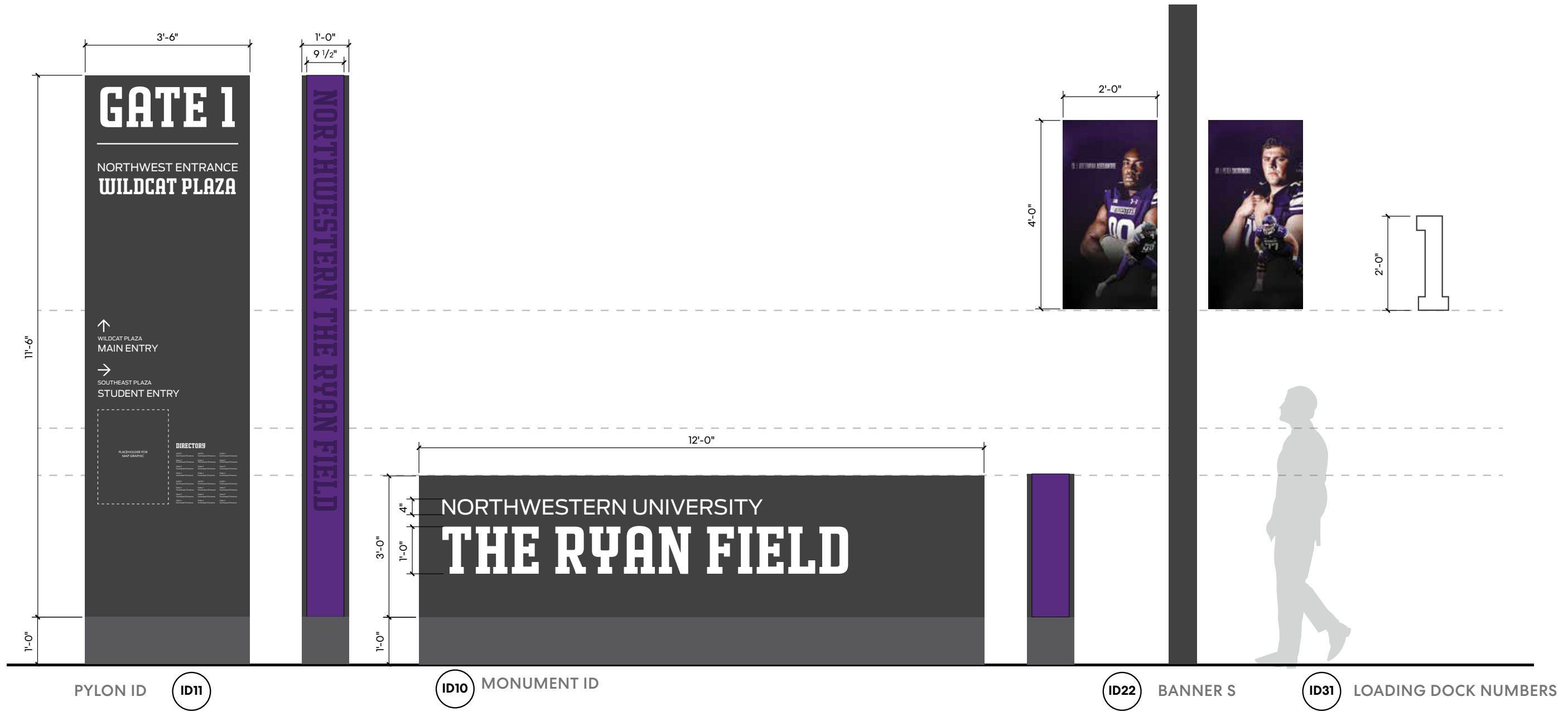
5'-6" **THE RYAN FIELD** 6'

ID02 STADIUM ID - SECONDARY



IDENTIFICATION





PYLON ID

ID11

ID10

MONUMENT ID

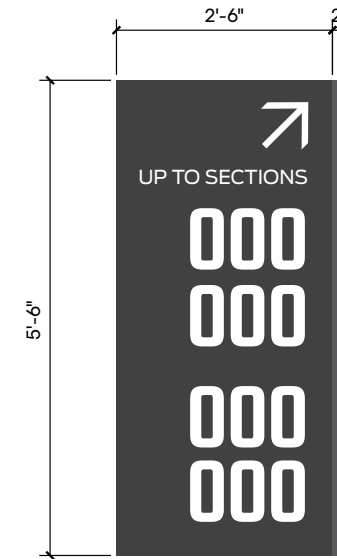
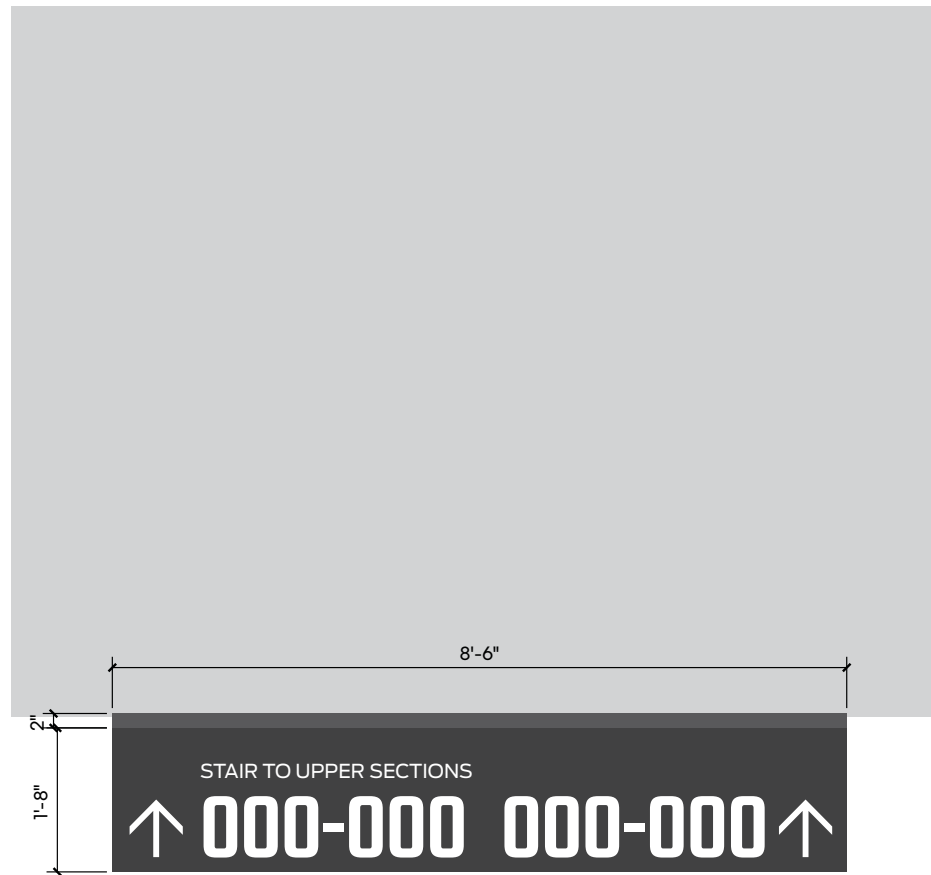
ID22

BANNER S

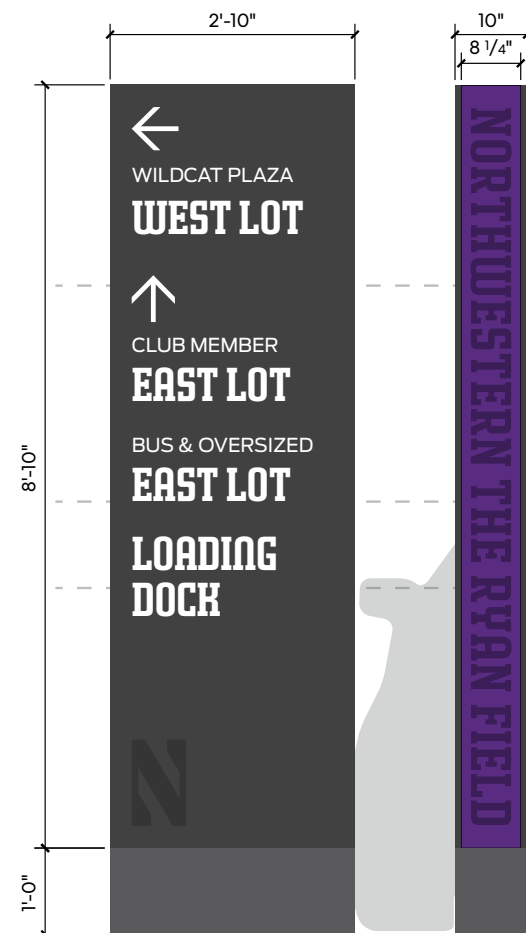
ID31

LOADING DOCK NUMBERS

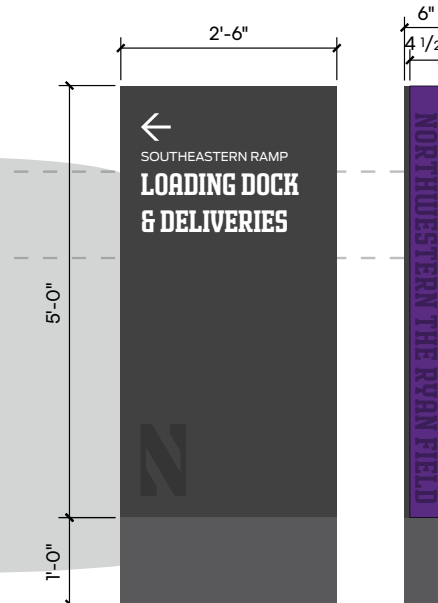




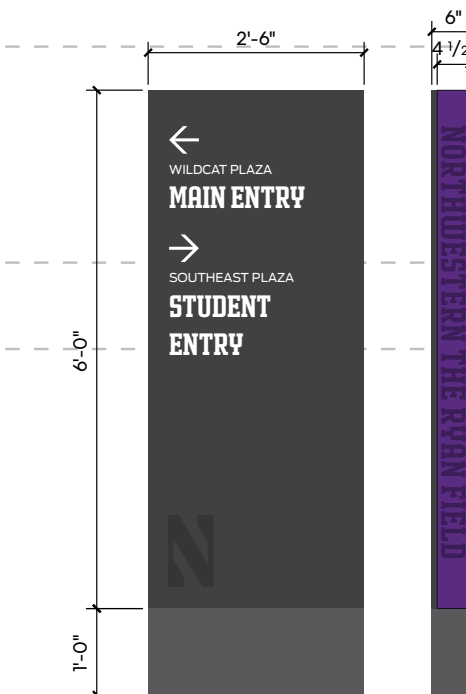
EXTERIOR DIRECTIONAL - OVERHEAD



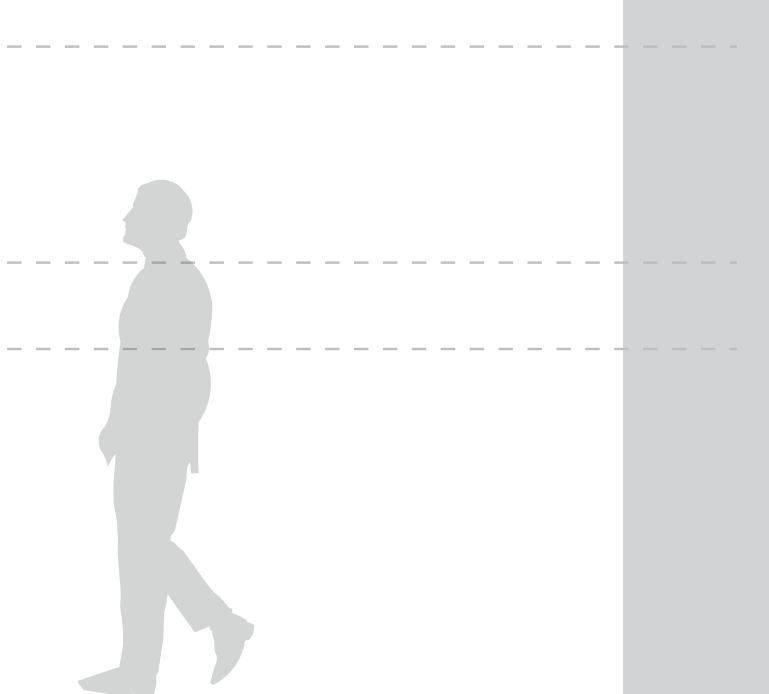
DR01 EXTERIOR DIRECTIONAL - PARKING - PRIMARY



DR02 EXTERIOR DIRECTIONAL - PARKING - PRIMARY



DR03 EXTERIOR DIRECTIONAL - PEDESTRIAN



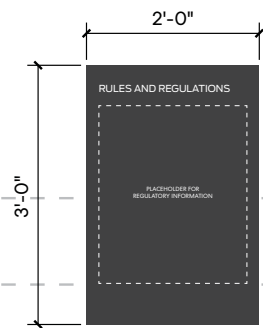
DR05 EXTERIOR DIRECTIONAL - COLUMN



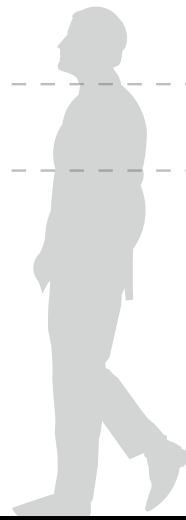
 REGULATORY



RG02 CLEARANCE BAR



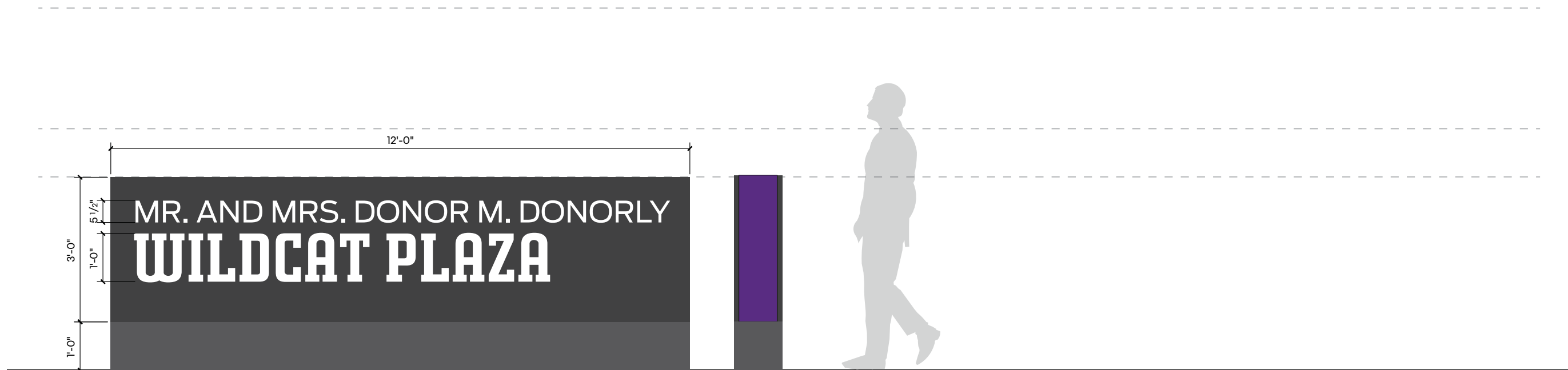
RG01 RULES + REGULATIONS





1'-6" | Mr. and Mrs. Donor M.
Donorly Placeholder Text

D02 EXTERIOR DONOR - WALL MOUNTED



D01 EXTERIOR DONOR



NORTHWESTERN UNIVERSITY
RYAN FIELD REDEVELOPMENT
PLANNED DEVELOPMENT APPLICATION

SITE SIGNAGE - DONOR

NOT TO SCALE



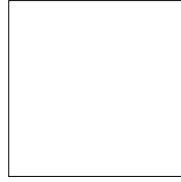
DP-43

Ryan Field Sign Type List - Exterior

Sign Type	Sign Description	Size	Illumination
Identification			
ID01	Stadium ID - Primary	8'-6" H	Yes - Halo Lit
ID02	Stadium ID - Secondary	5'-6" H	Yes - Face Lit
ID03	Stadium ID - Tertiary	varies	No
ID10	Monument ID	4' H x 12' W	Yes - Push Thru
ID11	Pylon ID	12'-6" H x 3'-6" W	Yes - Push Thru
ID12	Gate ID	1' H	Yes - Face Lit
ID22	Banners	4' H x 2' W	No
ID31	Loading Dock Numbers	2' H	No
Directional			
DR01	Exterior Directional - Parking - Primary	9'-10" H x 2'-10" W	Yes - Push Thru
DR02	Exterior Directional - Parking - Secondary	6' H x 2'-6" W	Yes - Push Thru
DR03	Exterior Directional - Pedestrian	7' H x 2'-6" W	Yes - Push Thru
DR04	Exterior Directional - Overhead	1'-10" H x 8'-6" W	Yes - Push Thru
DR05	Exterior Directional - Column	5'-6" H x 2'-8" W	Yes - Push Thru
Regulatory			
RG01	Rules + Regulations	3' H x 2' W	No
RG02	Clearance Bar	6" H x 7'-6" W	No
Donor/Sponsor Signage			
D01	Exterior Donor	4' H x 12' W	No
D02	Exterior Donor - Wall Mounted	18" H	No
D03	Donor/Sponsor	16'-3" H x 20'-6" W	Yes
D04	Donor/Sponsor - Event Day	28'-3" H x 32'-6" W	Yes

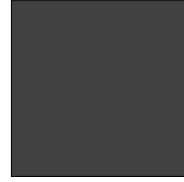


WAYFINDING SIGNAGE COLORS



WHITE

Paint/ink to match
CMYK: 0.0.0.0



DARK GRAY

Paint/ink to match
interior finishes



NORTHWESTERN (NW)
PURPLE

Paint/ink color to match
PMS 268C

WAYFINDING SIGNAGE MATERIALS - EXTERIOR



PAINTED ALUMINUM

Painted aluminum to match dark gray color. To be used for all exterior signage faces as shown.



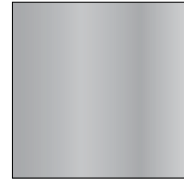
PAINTED ALUMINUM

Painted aluminum to match NW purple color. To be used for all signage returns as shown.



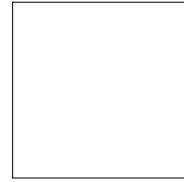
GRAPHIC FILM

Exterior grade clear high gloss vinyl to be used for NW messaging on exterior signage returns.



STEEL

Internal structural steel. To be used for internal structure only.



TRANSLUCENT WHITE
ACRYLIC

Translucent white acrylic to allow for illumination. To be used on all exterior signage messaging.



COLORED CONCRETE

Custom colored concrete to be used for signage bases.



BRUSHED ALUMINUM

Water jet cut brushed aluminum letters to be used for donor signage.

