

**SIGNAGE KEY**

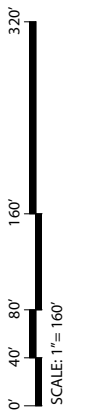
- IDENTIFICATION
- DIRECTIONAL
- REGULATORY
- DONOR/SPONSOR
- GRAPHICS
- F&B DISPLAYS

*SIGNAGE IS NOT TO SCALE.  
LOCATIONS ARE FOR REFERENCE ONLY*

CONCEPTUAL DESIGN.  
LOCATIONS APPROXIMATE/  
SUBJECT TO UNIFORM  
SIGNAGE APPROVAL

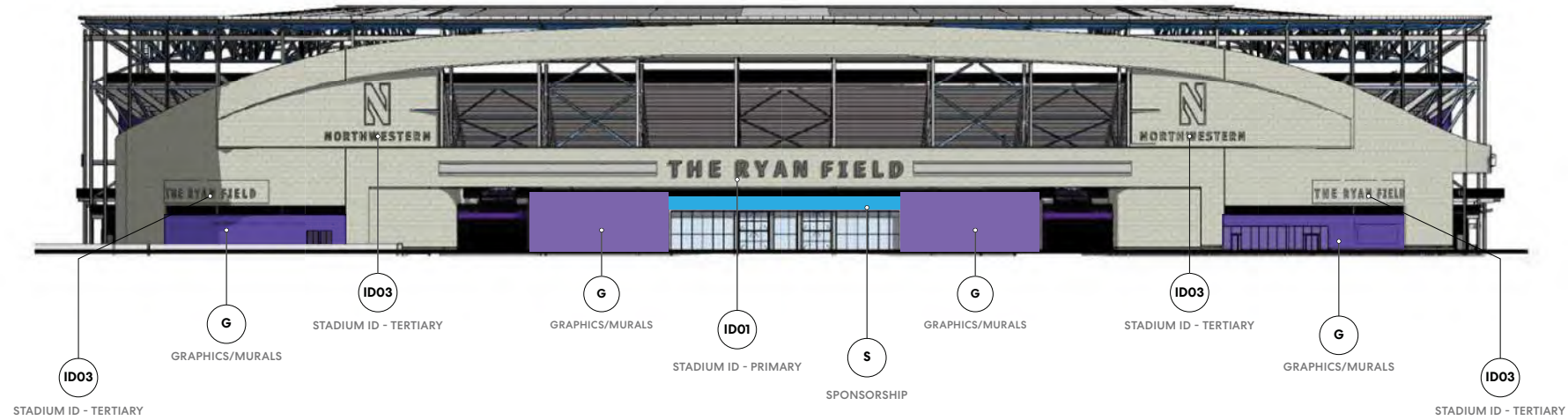


**SITE SIGNAGE**

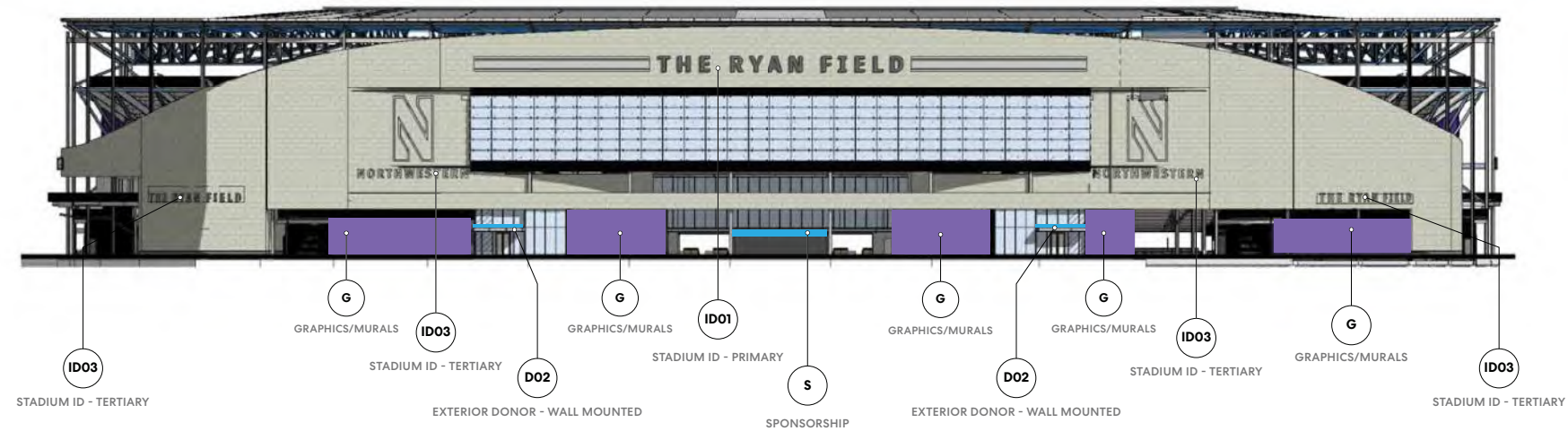




EAST ELEVATION



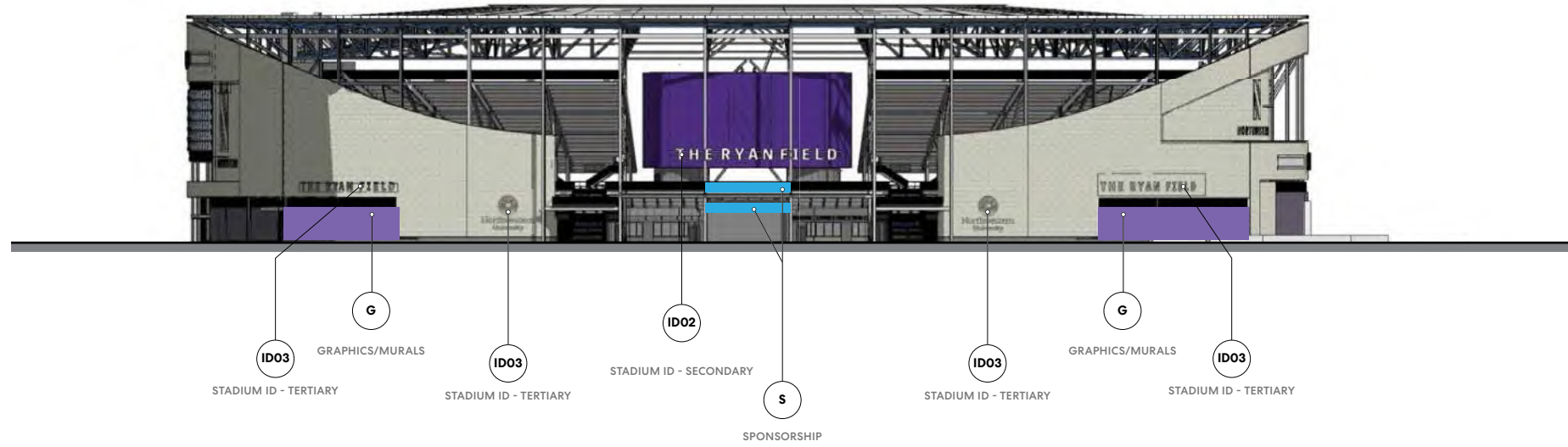
WEST ELEVATION



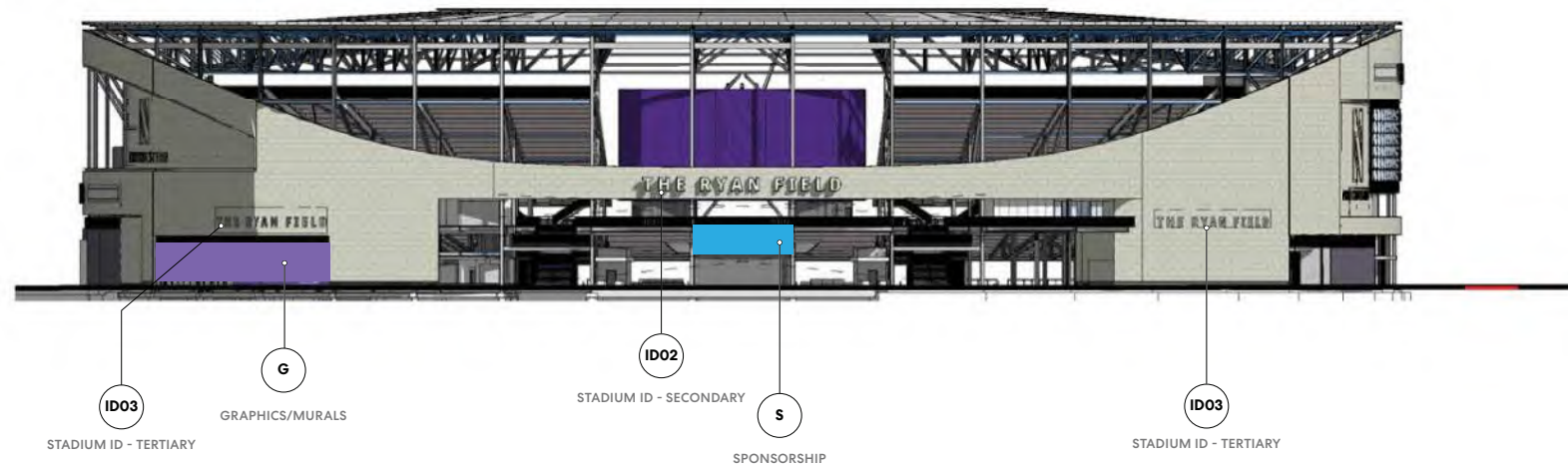
CONCEPTUAL DESIGN.  
LOCATIONS APPROXIMATE/  
SUBJECT TO UNIFORM  
SIGNAGE APPROVAL



SOUTH ELEVATION



NORTH ELEVATION



SITE SIGNAGE - ELEVATIONS

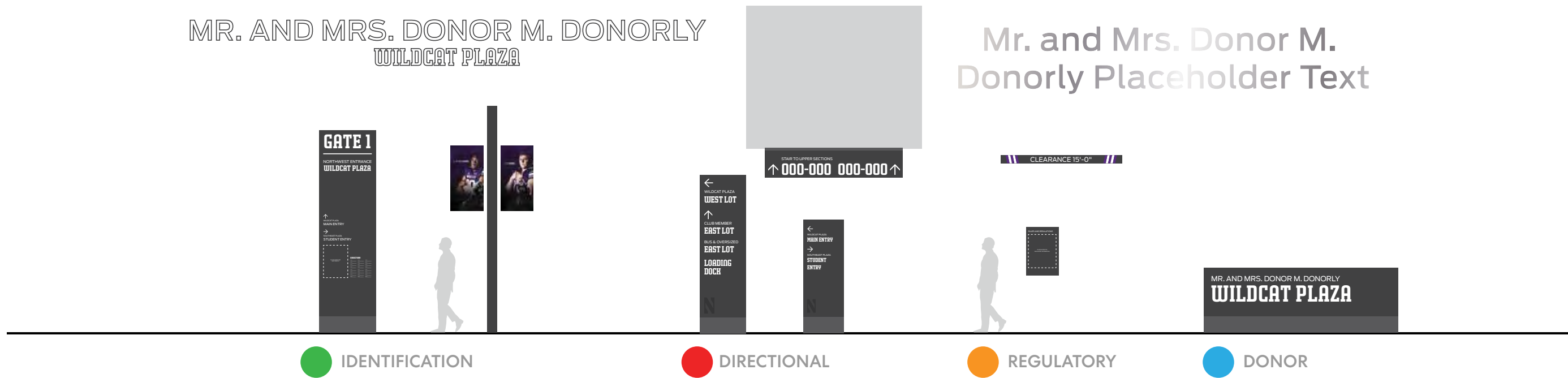


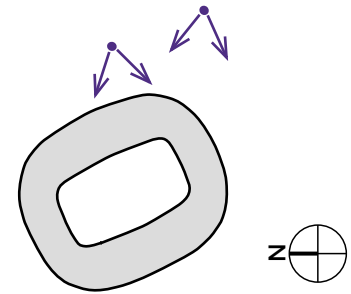
CONCEPTUAL DESIGN.  
LOCATIONS APPROXIMATE/  
SUBJECT TO UNIFORM  
SIGNAGE APPROVAL

# THE RYAN FIELD

MR. AND MRS. DONOR M. DONORLY  
WILDCAT PLAZA

Mr. and Mrs. Donor M.  
Donorly Placeholder Text





 IDENTIFICATION

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

**ID01** STADIUM ID - PRIMARY

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

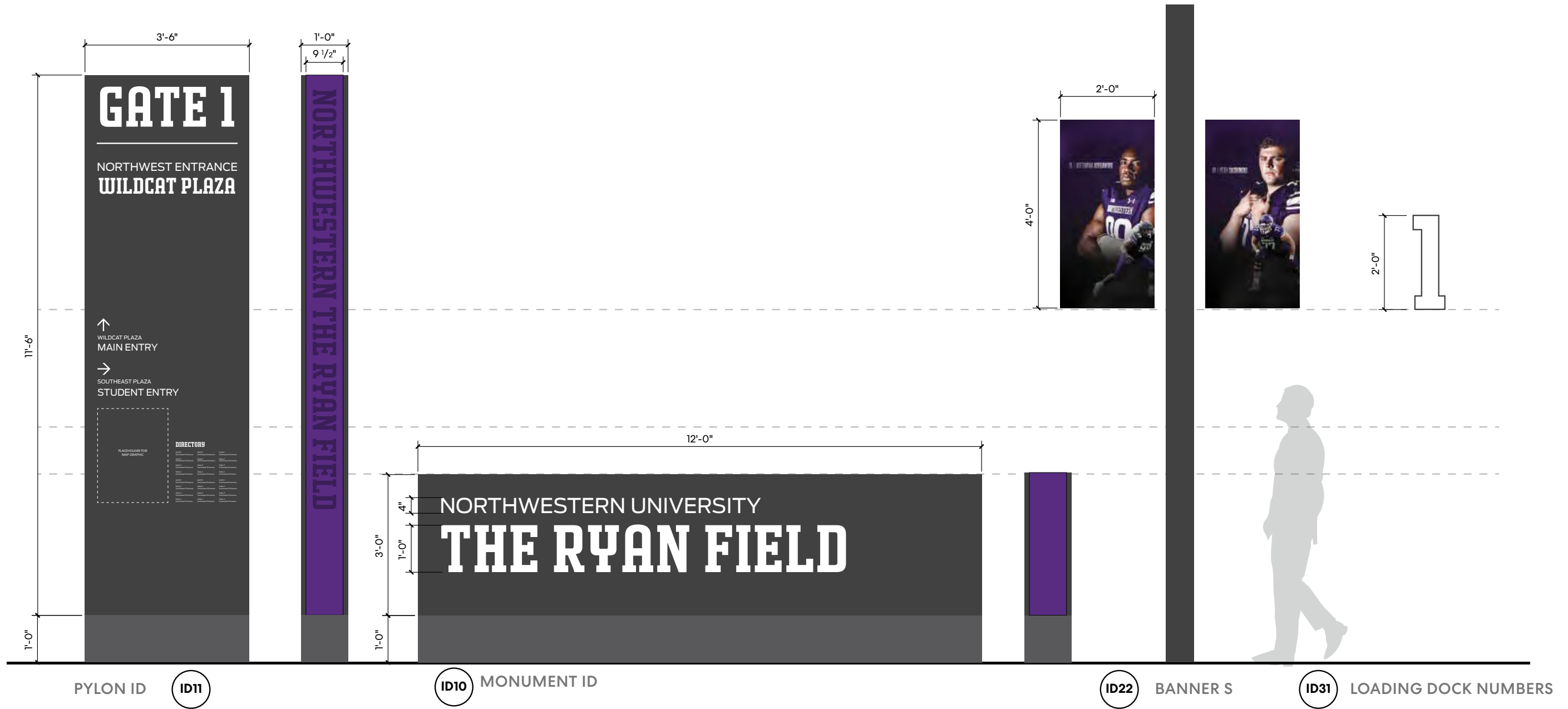
**ID02** STADIUM ID - SECONDARY



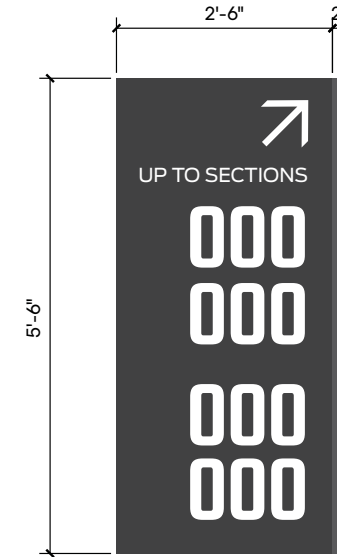
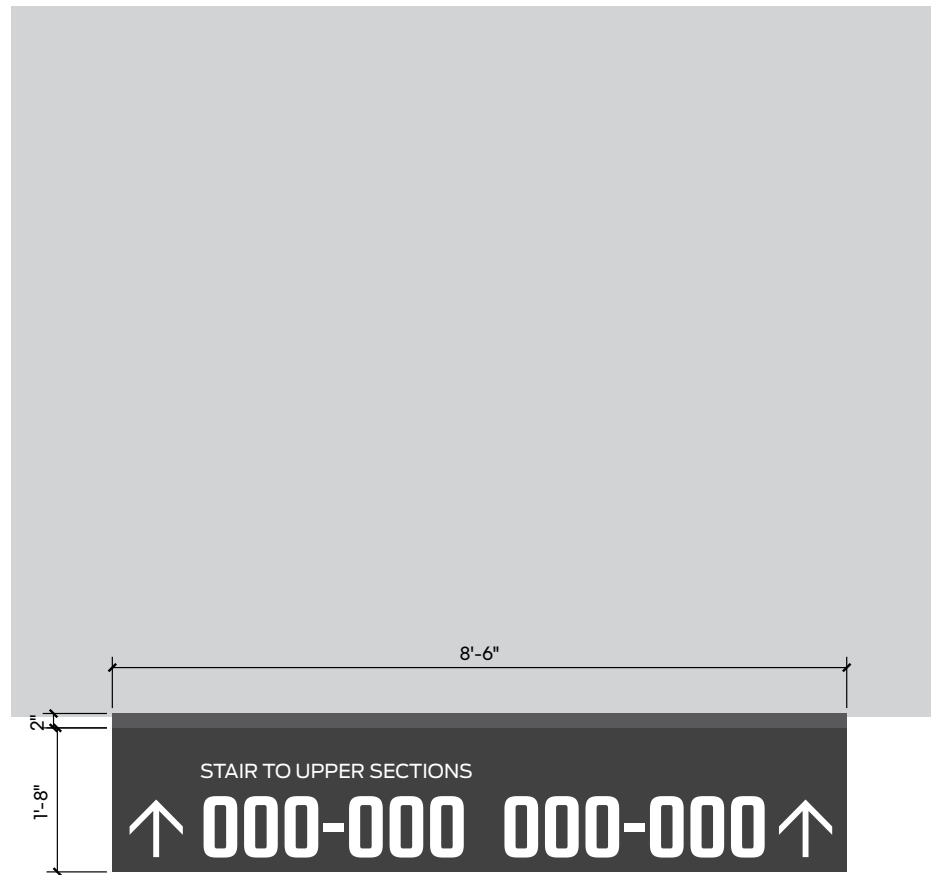
IDENTIFICATION



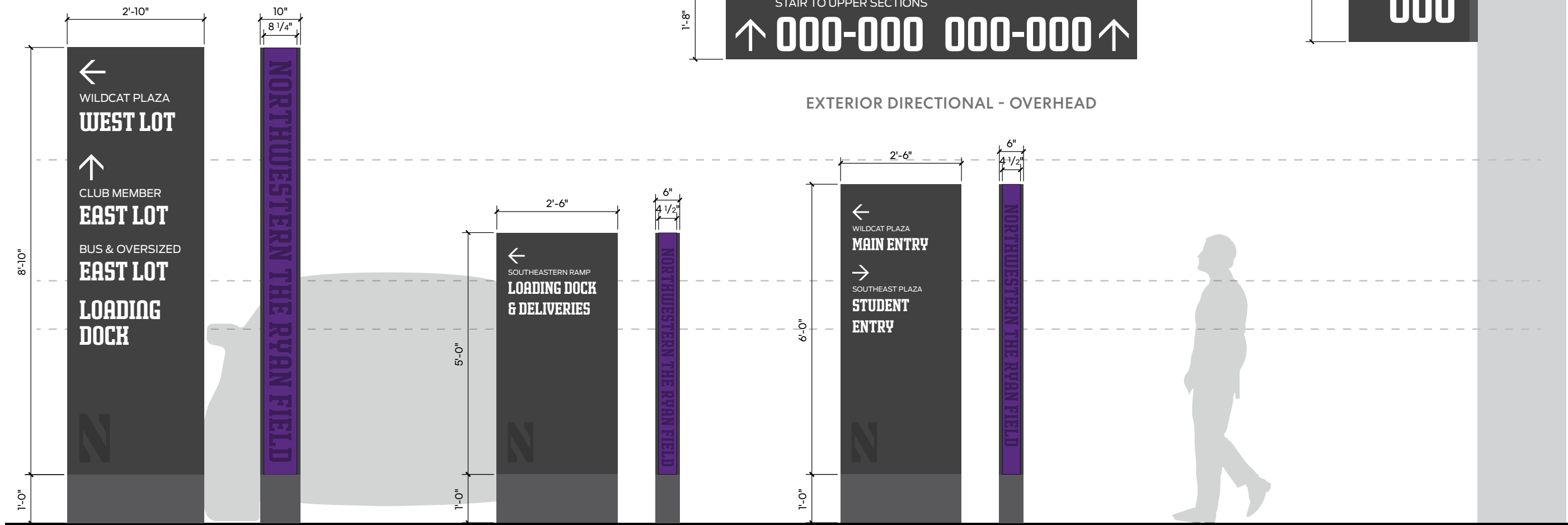
**IDENTIFICATION**







EXTERIOR DIRECTIONAL - OVERHEAD



**DR01** EXTERIOR DIRECTIONAL - PARKING - PRIMARY

**DR02** EXTERIOR DIRECTIONAL - PARKING - PRIMARY

**DR03** EXTERIOR DIRECTIONAL - PEDESTRIAN

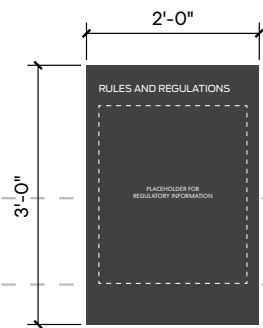
**DR05** EXTERIOR DIRECTIONAL - COLUMN



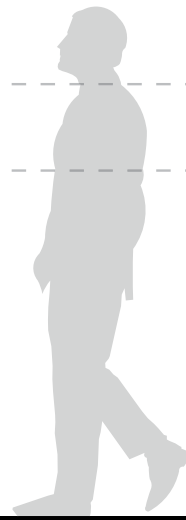
 REGULATORY



**RG02** CLEARANCE BAR



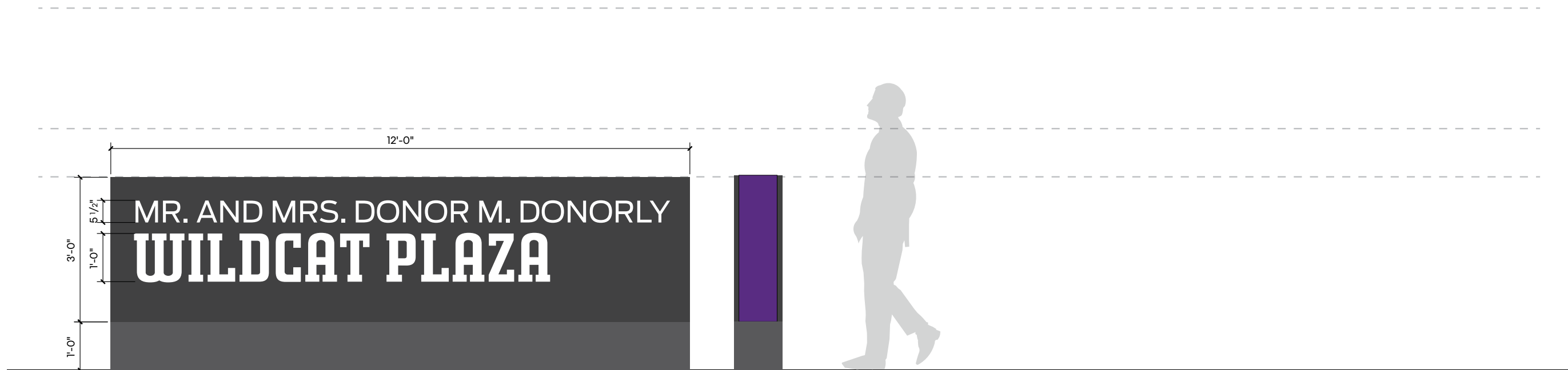
**RG01** RULES + REGULATIONS





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

**D02** EXTERIOR DONOR - WALL MOUNTED



**D01** EXTERIOR DONOR



Ryan Field Sign Type List - Exterior

Sign Type	Sign Description	Size	Illumination
<b>Identification</b>			
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
<b>Directional</b>			
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
<b>Regulatory</b>			
RG01	Rules + Regulations	3' H x 2' W	No
RG02	Clearance Bar	6" H x 7'-6" W	No
<b>Donor/Sponsor Signage</b>			
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

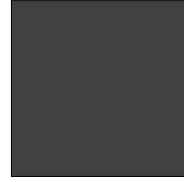


WAYFINDING SIGNAGE COLORS



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.



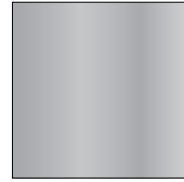
PAINTED ALUMINUM

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



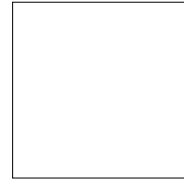
GRAPHIC FILM

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.

