

SIGNAGE KEY

- IDENTIFICATION
- DIRECTIONAL
- REGULATORY
- DONOR/SPONSOR
- GRAPHICS + SCULPTURE
- F&B DISPLAYS
- REQUIRES POWER

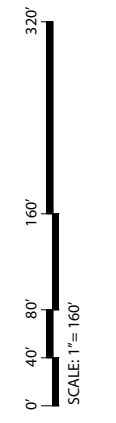
SIGNAGE IS NOT TO SCALE.
LOCATIONS ARE FOR REFERENCE ONLY

CONCEPTUAL DESIGN.
LOCATIONS APPROXIMATE/
SUBJECT TO UNIFORM
SIGNAGE APPROVAL



NORTHWESTERN UNIVERSITY
RYAN FIELD REDEVELOPMENT
PLANNED DEVELOPMENT APPLICATION

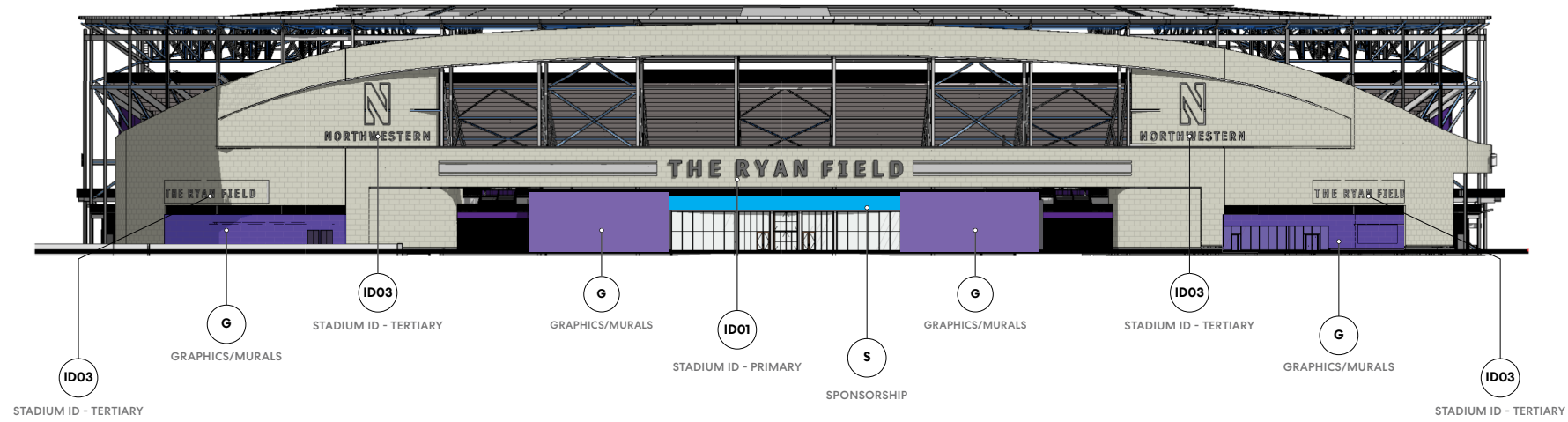
SITE SIGNAGE



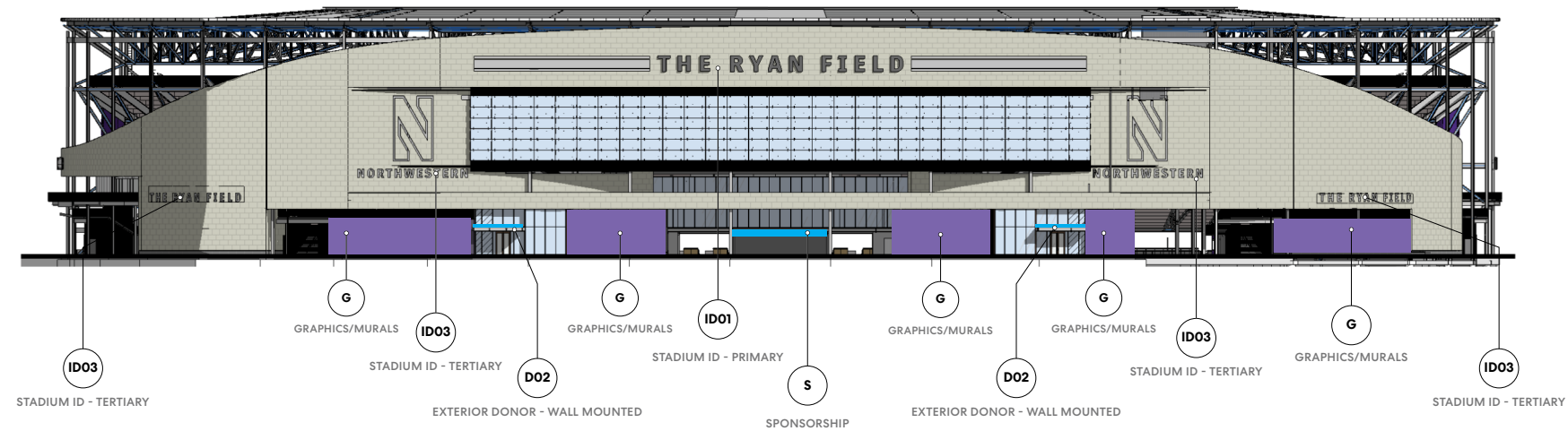
DP-33
AUG 11, 2023



EAST ELEVATION



WEST ELEVATION



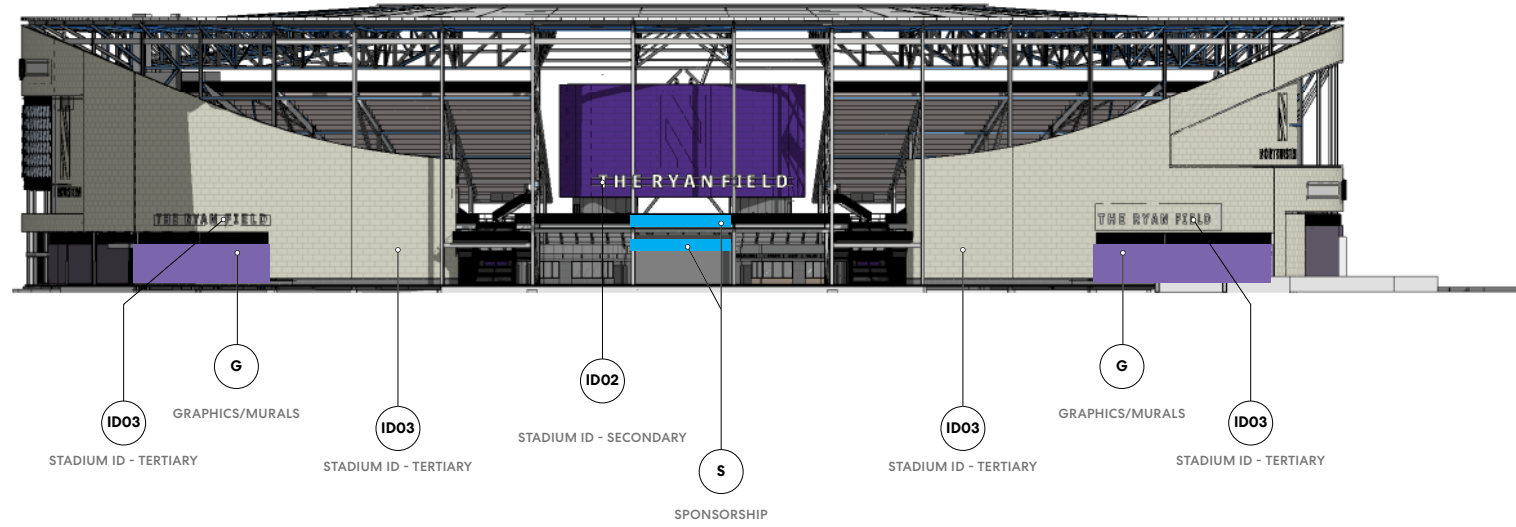
SITE SIGNAGE - ELEVATIONS



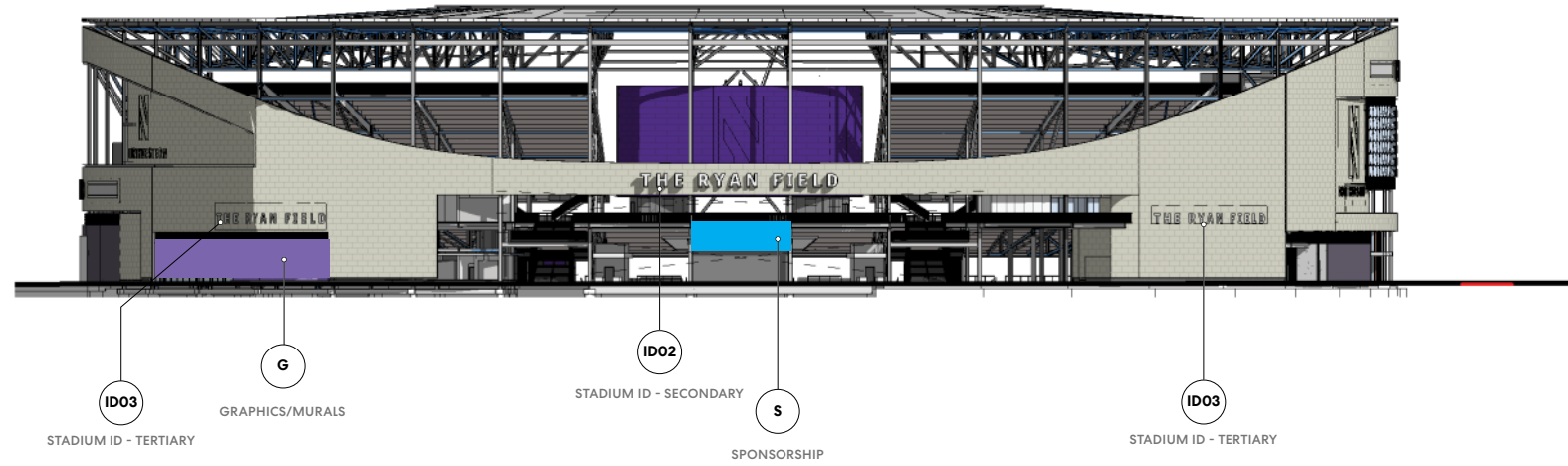
CONCEPTUAL DESIGN.
LOCATIONS APPROXIMATE/
SUBJECT TO UNIFORM
SIGNAGE APPROVAL



SOUTH ELEVATION



NORTH ELEVATION

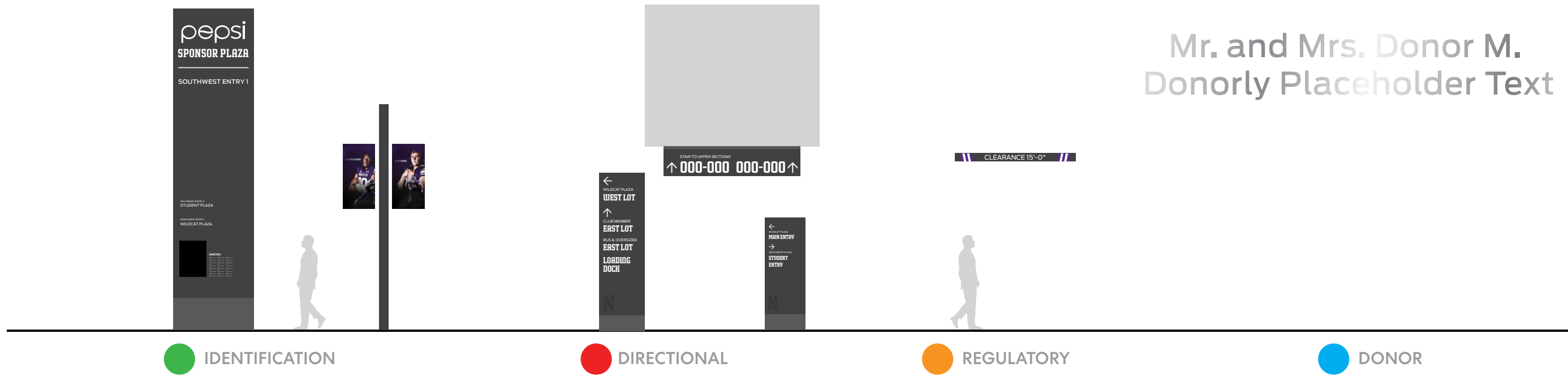


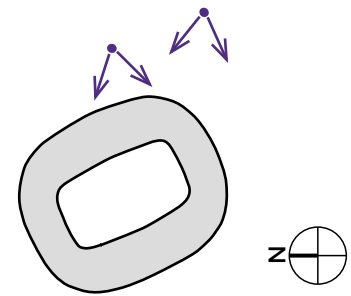
SITE SIGNAGE - ELEVATIONS



CONCEPTUAL DESIGN.
LOCATIONS APPROXIMATE/
SUBJECT TO UNIFORM
SIGNAGE APPROVAL

THE RYAN FIELD





IDENTIFICATION

* REQUIRES POWER



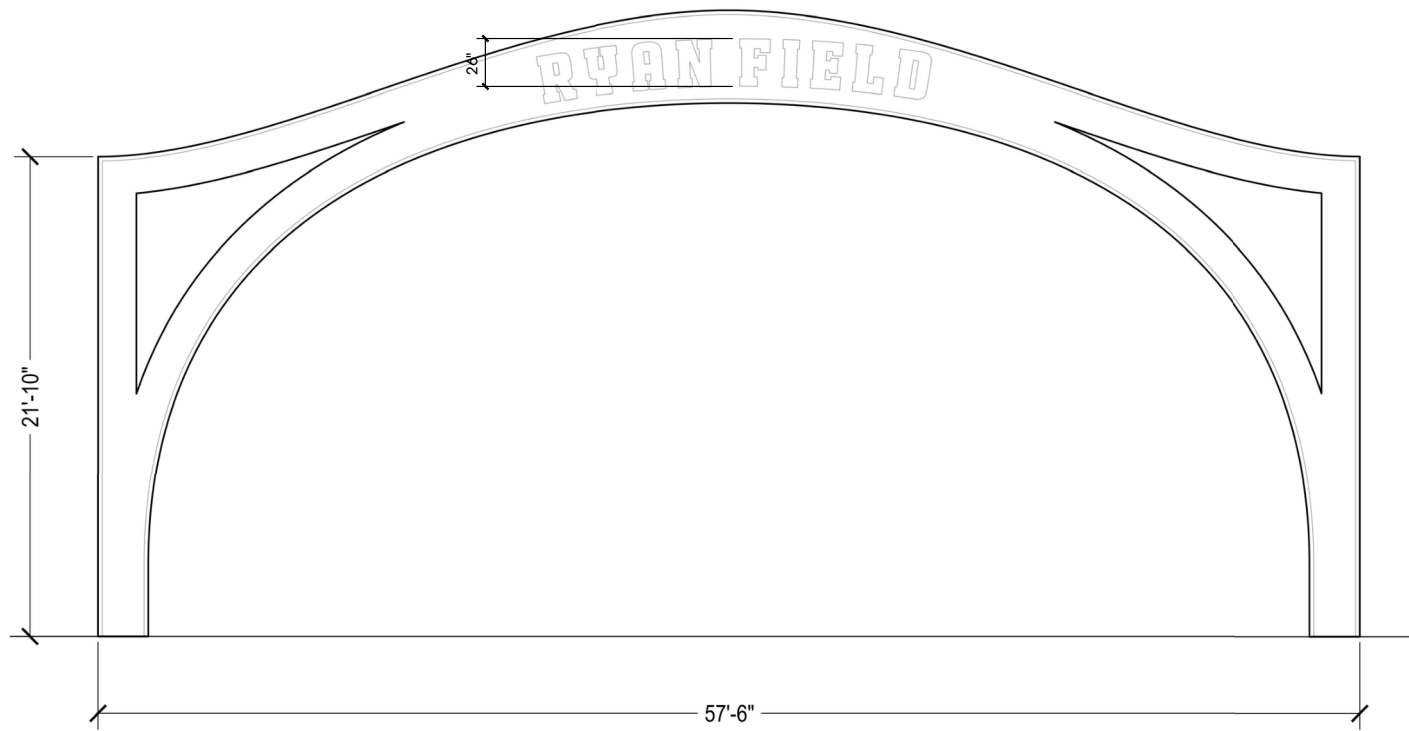
ID01 STADIUM ID - PRIMARY*



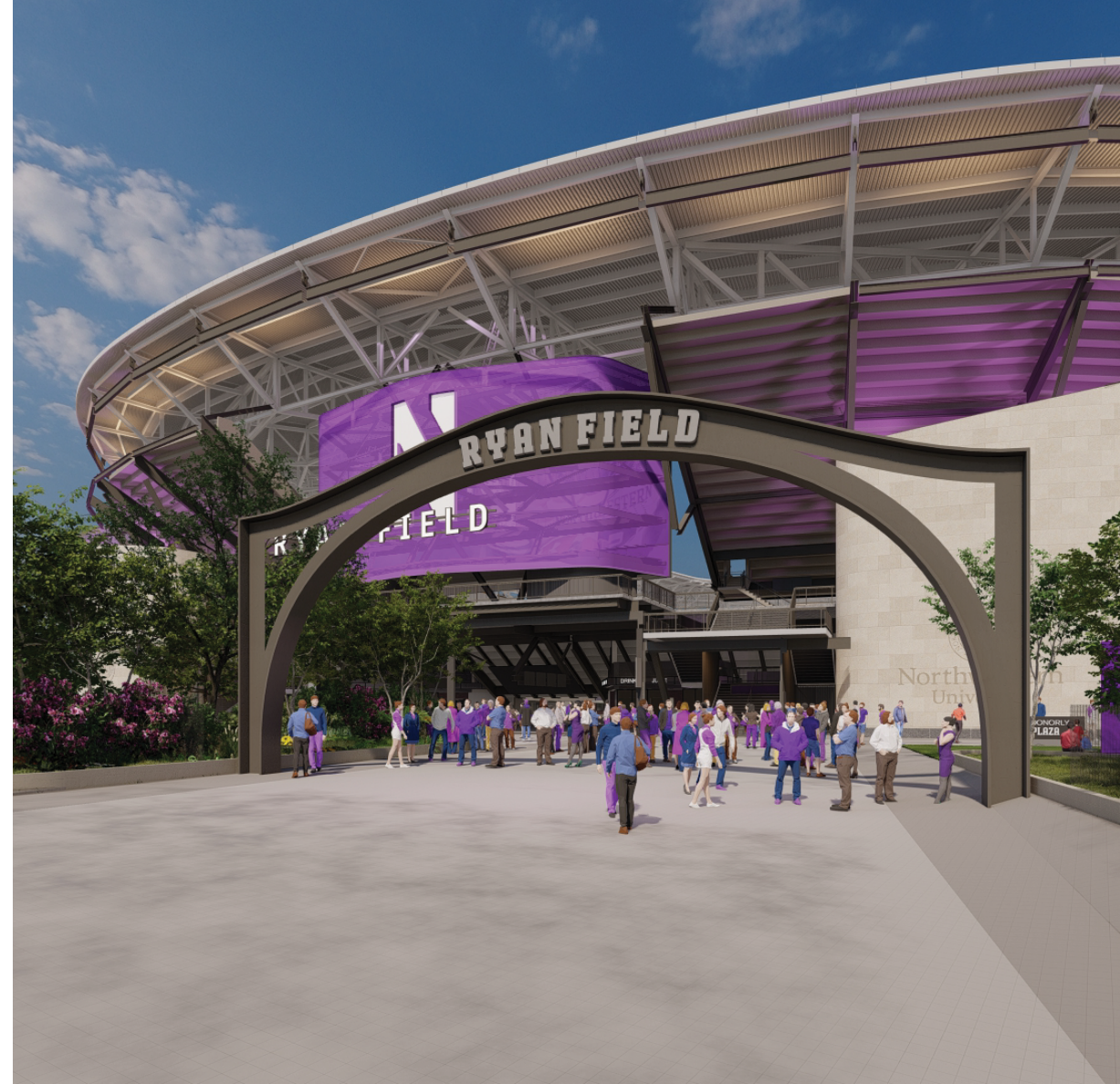
ID02 STADIUM ID - SECONDARY*



IDENTIFICATION



ID12 GATE ID



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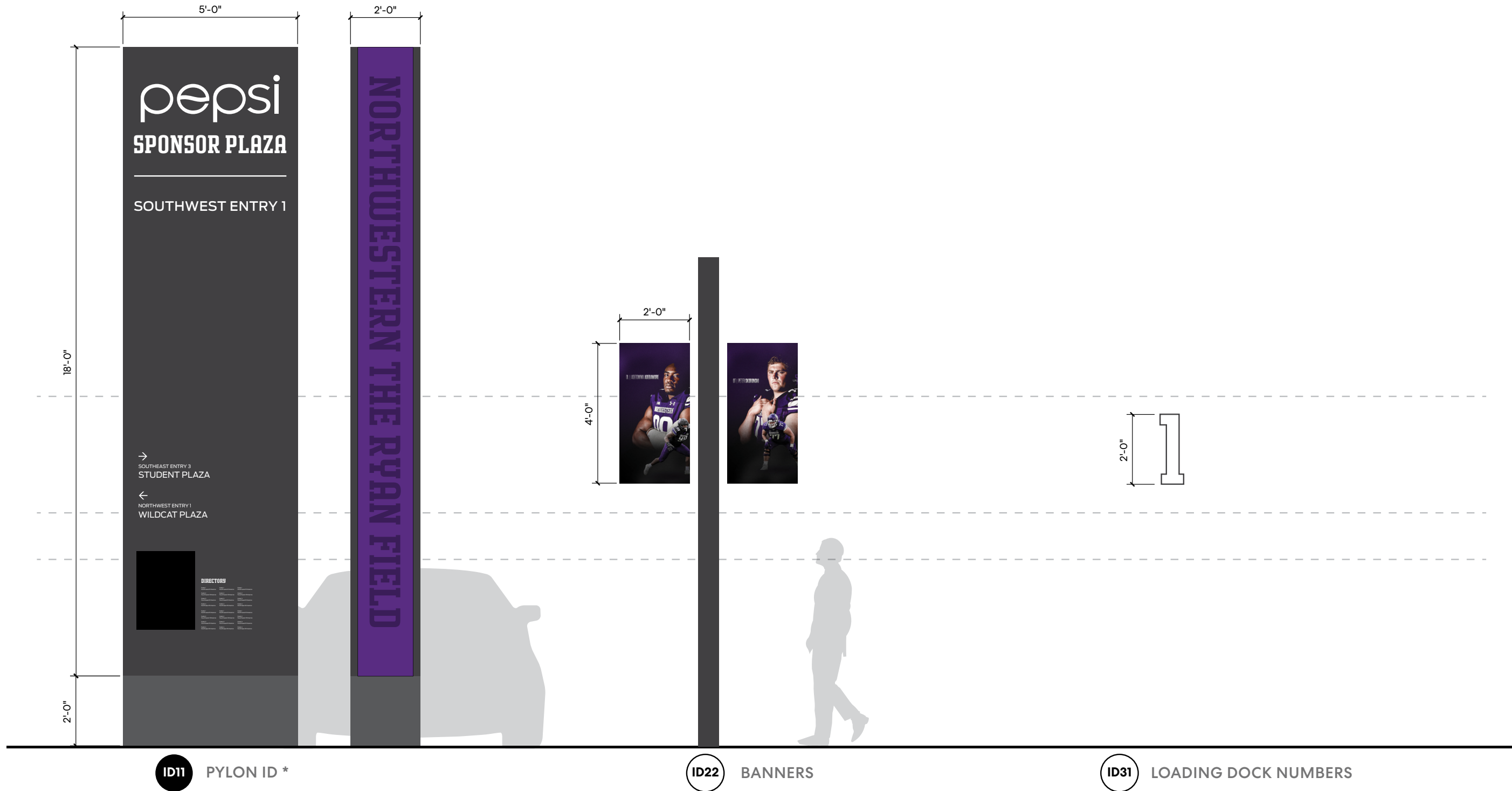
SITE SIGNAGE - IDENTIFICATION
NOT TO SCALE

HNTB
Perkins & Will
AUG 11, 2023

DP-39

IDENTIFICATION

* REQUIRES POWER



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 PLANNED DEVELOPMENT APPLICATION

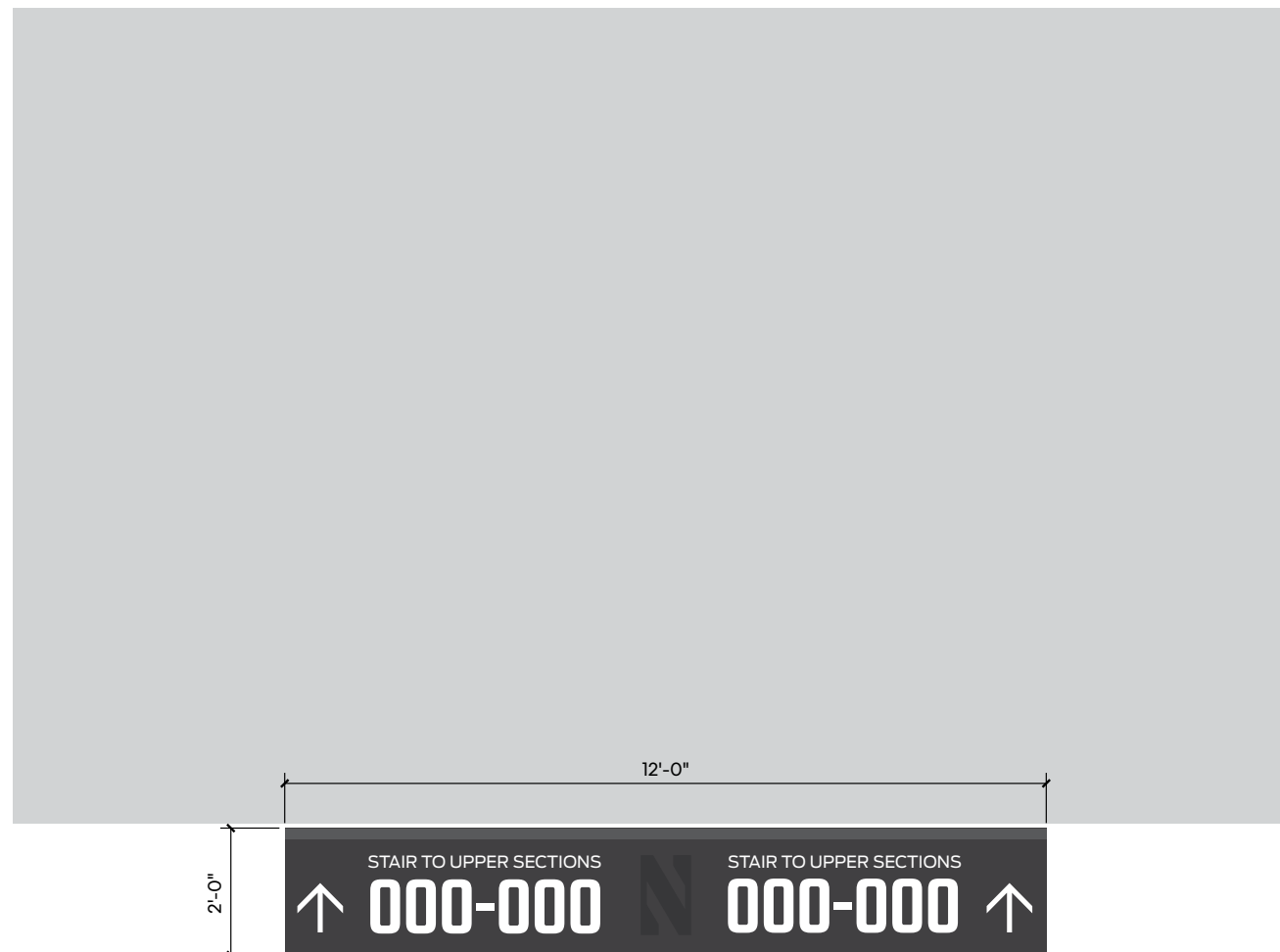
SITE SIGNAGE - IDENTIFICATION

NOT TO SCALE

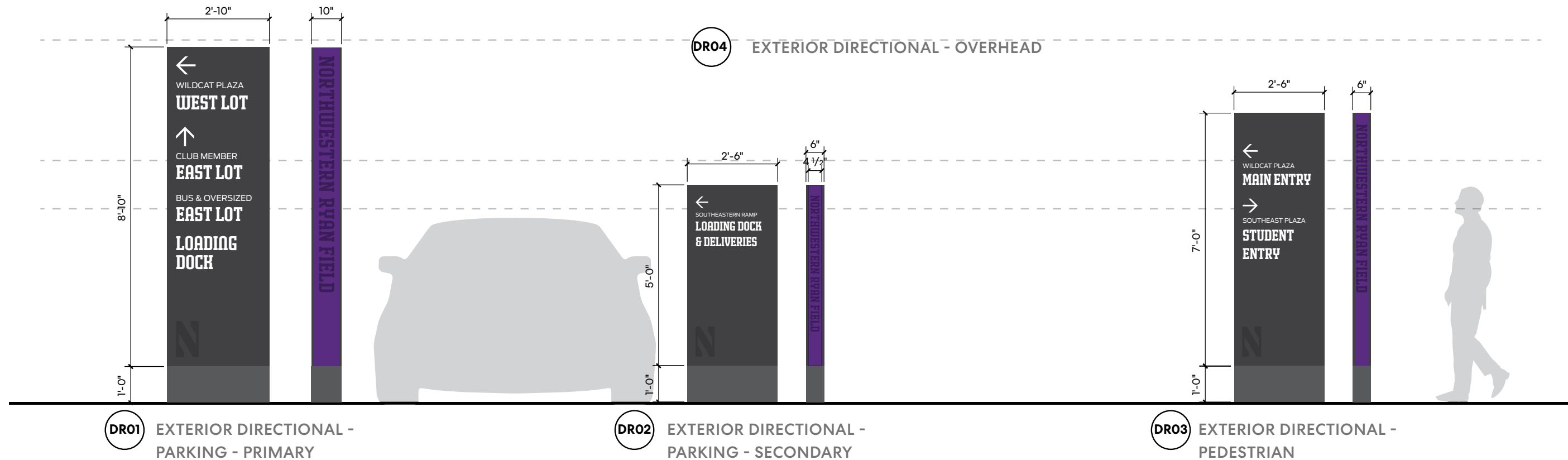
HNTB
 Perkins & Will
 AUG 11, 2023

DP-40

 DIRECTIONAL



DR04 EXTERIOR DIRECTIONAL - OVERHEAD



DR01 EXTERIOR DIRECTIONAL - PARKING - PRIMARY

DR02 EXTERIOR DIRECTIONAL - PARKING - SECONDARY

DR03 EXTERIOR DIRECTIONAL - PEDESTRIAN



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 RYAN FIELD REDEVELOPMENT
 PLANNED DEVELOPMENT APPLICATION

SITE SIGNAGE - DIRECTIONAL

NOT TO SCALE

HNTB
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 AUG 11, 2023

DP-41

Mr. and Mrs. Donor M. Donorly Placeholder Text

D02 EXTERIOR DONOR - WALL MOUNTED

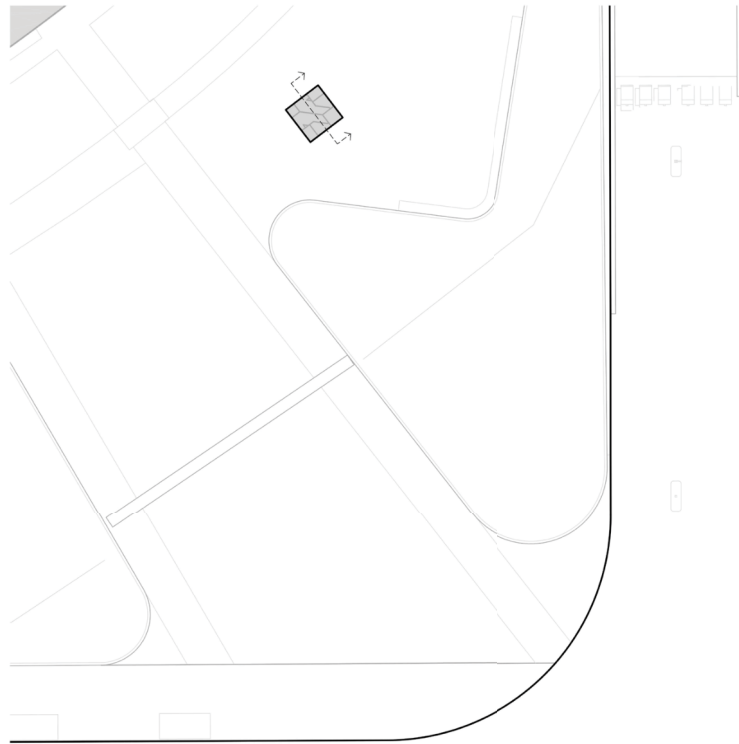


RG02 CLEARANCE BAR

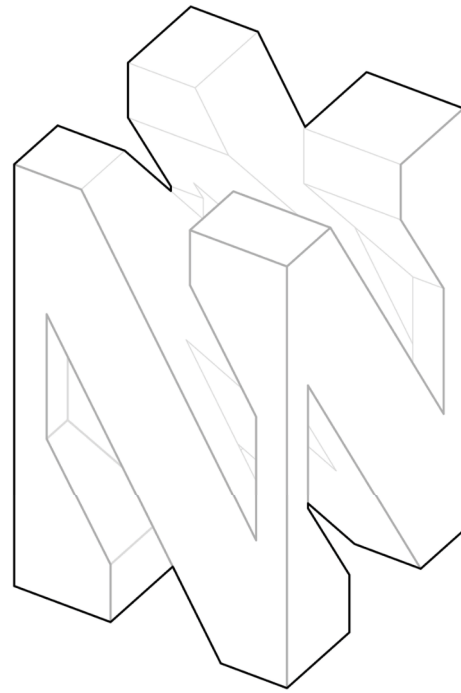


SCULPTURE

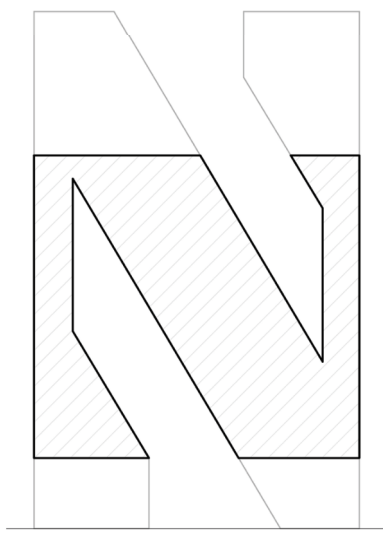
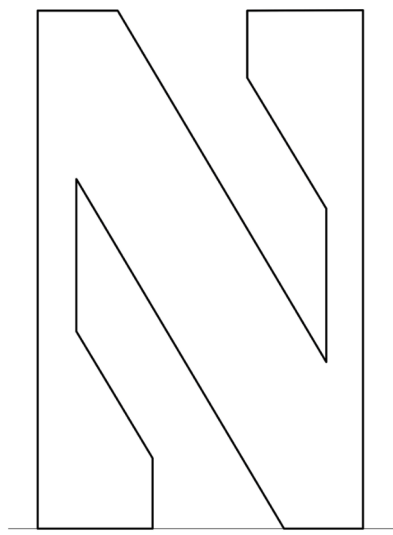
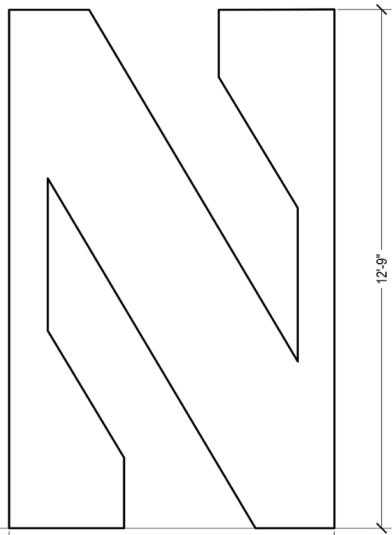
* REQUIRES POWER



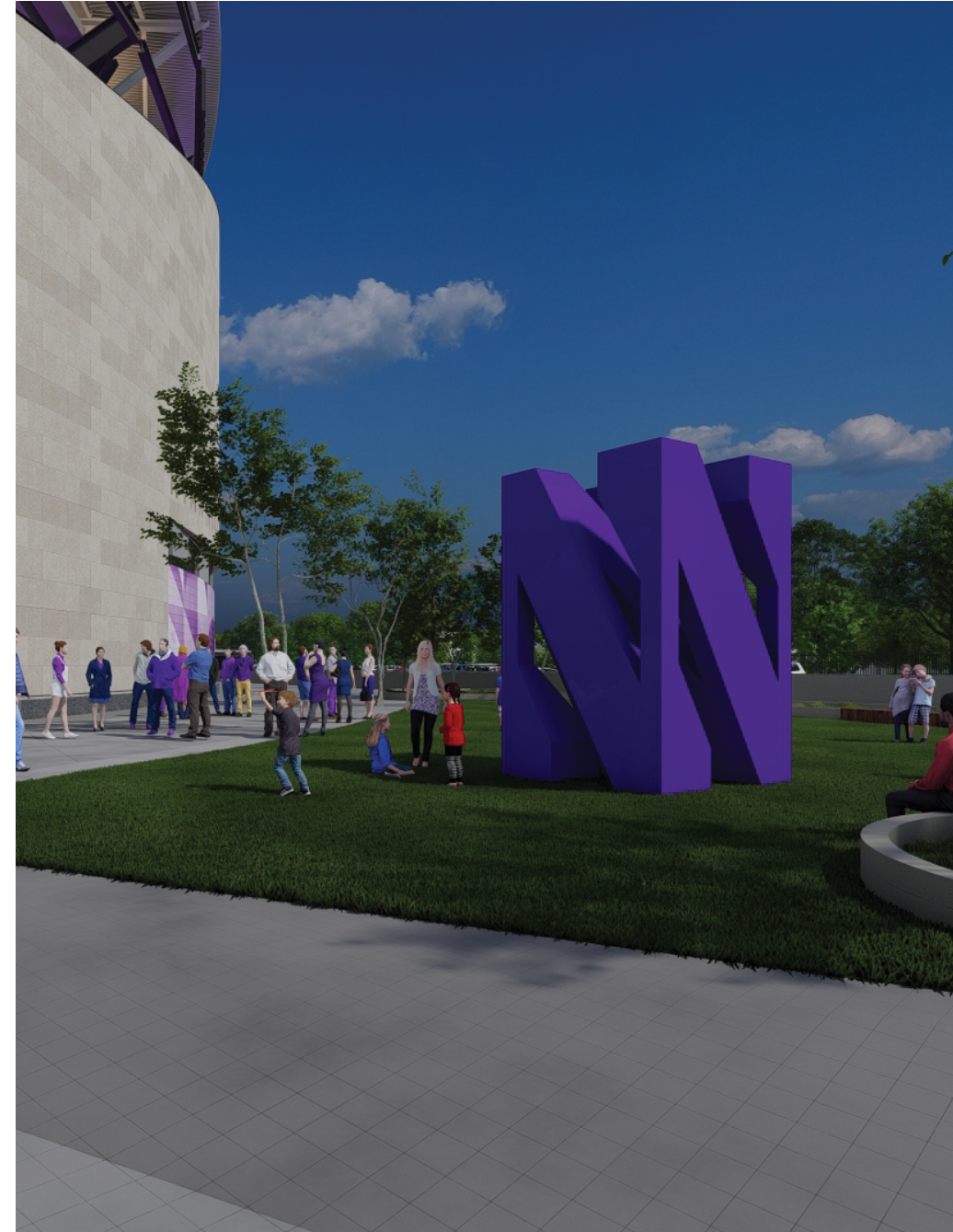
① SITE PLAN - N SCULPTURE
3/32" = 1'-0"



② AXON - N SCULPTURE
3/8" = 1'-0"



N "N" SCULPTURE

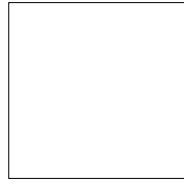


Ryan Field Sign Type List - Exterior

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
ID11	Pylon ID	12'-6" H x 3'-6" W	Yes - Push Thru
ID12	Gate ID	26" H	No
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	No
DR02	Exterior Directional - Parking - Secondary	6' H x 2'-6" W	No
DR03	Exterior Directional - Pedestrian	7' H x 2'-6" W	No
DR04	Exterior Directional - Overhead	1'-10" H x 8'-6" W	No
Regulatory			
RG02	Clearance Bar	6" H x 7'-6" W	No
Donor			
D02	Exterior Donor - Wall Mounted	18" H	No
N Sculpture			
N	"N" Sculpture	12'-9" H x 8' W	No



WAYFINDING SIGNAGE COLORS



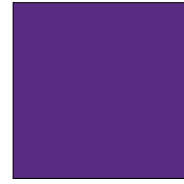
WHITE

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



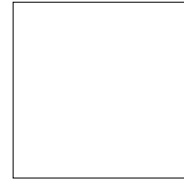
PAINTED ALUMINUM

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



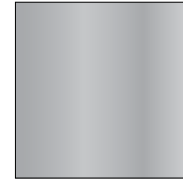
PAINTED ALUMINUM

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



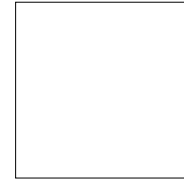
GRAPHIC FILM

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



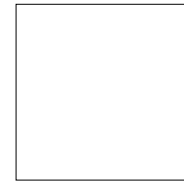
STEEL

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



TRANSLUCENT WHITE
ACRYLIC

Translucent white
acrylic. To be used on
exterior signage with
illuminated messaging.



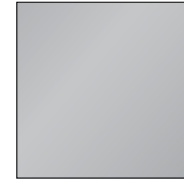
WHITE ACRYLIC

White acrylic. To be
used on exterior signage
with non-illuminated
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.

