

# HOUSTON METHODIST SIGNAGE GUIDE

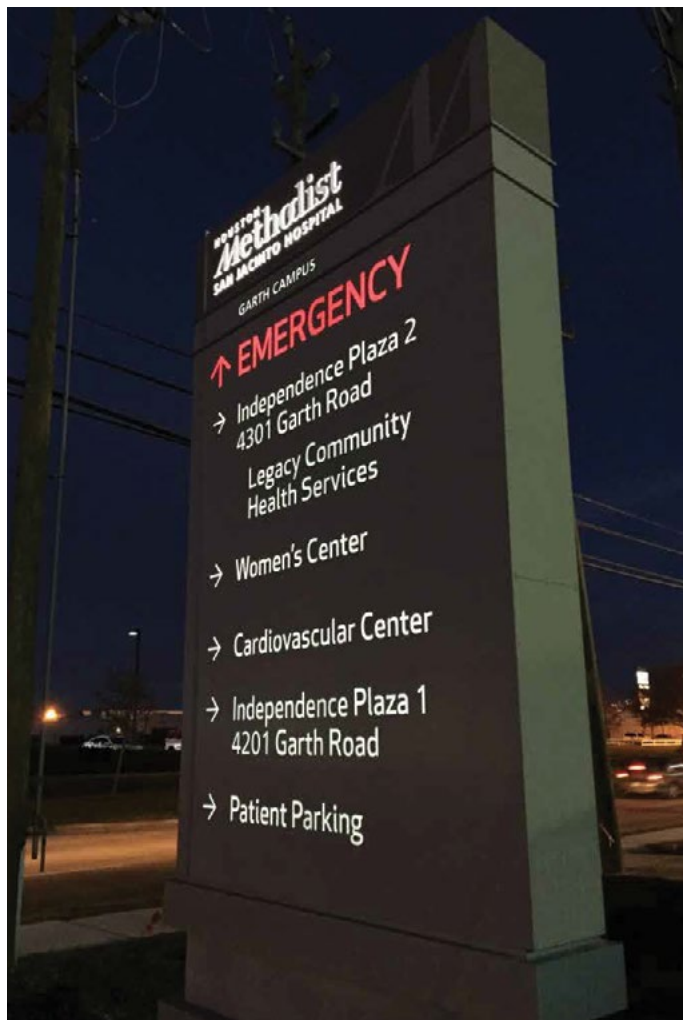


# INTRODUCTION

The Houston Methodist Signage Guide provides an expanded overview of the Houston Methodist brand on signage. It is a companion volume to the Houston Methodist Brand Guide and the Sign Standards and Technical Specifications document for covering specific topics, including sign types and sizes, and visual presentations in various settings.

The Signage Guide is intended to align with our brand standards that establish consistency in our look and feel.

Since our founding in 1919, the Houston Methodist brand has reflected excellence and innovation. Adhering to our brand standards is essential to our identity, which embodies unparalleled safety, quality, service and innovation.



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# LOGO USAGE

## Spacing, Alignment & Size

In terms of scale, the word “Methodist” should always be the largest word in the logo. The lettering above and below “Methodist” is in all caps, and the size of those letters should be no more than half the height of the M in Methodist.

Clear space around the logo should always be maintained at a minimum of  $\frac{1}{2}X$ , where X is the height of the M in “Methodist.” The word “HOUSTON” is all caps and aligned left above “Methodist,” while text below “Methodist” is all caps and aligned right.

The alignment of the logo cannot be altered, but the size of the tagline or entity name can be modified for visibility. New logos cannot be created.

Visit [marketing.houstonmethodist.org/brand](http://marketing.houstonmethodist.org/brand) to download the standard logos.



The scale of the entity name has intentionally been altered for signage. When fabricating the sign, the vendor will determine the size of the entity name to maximize the visibility.

# LOGO USAGE

## Sponsorship Logo Lockup

Shown here are lockup options when using the Houston Methodist brand with our affiliate logos. The lockup can only be used with the Houston Methodist leading medicine and Orthopedics & Sports Medicine logos. The lockup is used for official affiliates; it cannot be used for internal co-branding.

The Houston Methodist logo is in black. The logos for external affiliates are in color.

Lockup presentations are subject to creative approval by the Houston Methodist sponsorship activation manager and marketing team.

Contact Creative Services at [creative-approvals@houstonmethodist.org](mailto:creative-approvals@houstonmethodist.org) for approved logo lockups.

### Sponsorship Logo Lockup



Logo for Houston Texans is outlined in white



### OFFICIAL HEALTH CARE PROVIDER



Logo for Houston Texans is outlined in white



### OFFICIAL HEALTH CARE PROVIDER

# LOGO USAGE

## Co-branded Logo Lockup

The logos for Houston Methodist and Weill Cornell Medicine, along with the words "INSTITUTE FOR ACADEMIC MEDICINE" are not to be changed. The words "DEPARTMENT OF MEDICINE" can be changed, to the name of another academic department.

### Co-branded Logo Lockup

**DEPARTMENT OF MEDICINE**



**INSTITUTE FOR ACADEMIC MEDICINE**

# TYPOGRAPHY

All messages on signs should use the Apex New Medium typeface in black. This includes identification and directional messaging as well as street addresses.

Any messages for alerts must use Apex New Medium typeface in red. The word “EMERGENCY,” for example, is always in red and in all capital letters.

For all numerals on signs, use the typeface Frutiger 65 Bold in black.

Typeface for sign text: Apex New Medium in black

**ABCDEFGHIJKLMNOPQRSTUVWXYZ**  
**abcdefghijklmnopqrstuvwxyz**  
**&**

Typeface for numerals: Frutiger 65 Bold in black

**1234567890**

Typeface for alert text: Apex New Medium in red

**EMERGENCY**

# COLORS, PICTOGRAMS AND ARROWS

From a visual standpoint, our logo colors help signify our brand and must be consistently applied when used in our marketing materials. Use the color control standards (shown at right) to ensure that colors are applied correctly.






Methodist Blue is used specifically for channel lettersets and vinyl graphics. In addition, Houston Methodist signage uses Light Champagne and Beige. This color combination produces a neutral but sophisticated color palette for signage.

Each pictogram used for signage must have a white background. This provides a sharper contrast with the image for optimal visibility.

Arrows shown on this page are the only approved arrows for use on directional signage.

To learn more about colors, pictograms and arrows, please refer to the Houston Methodist Sign Standards and Technical Specifications document.

## Colors

	PMS	C	M	Y	K	R	G	B
 Methodist Blue	295	99	77	25	9	18	74	126
 Light Champagne		37	38	45	2	165	148	138
 Beige		25	24	28	0	193	184	175
 Black	Process Black	0	0	0	100	0	0	0
 Red	032	0	93	76	0	247	50	63

## Pictograms



## Arrows





The Houston Methodist M comes from the Houston Methodist logotype, which is set in Miller typeface. A representation of the Houston Methodist brand, the M is meant to be bold, powerful and inspire confidence.

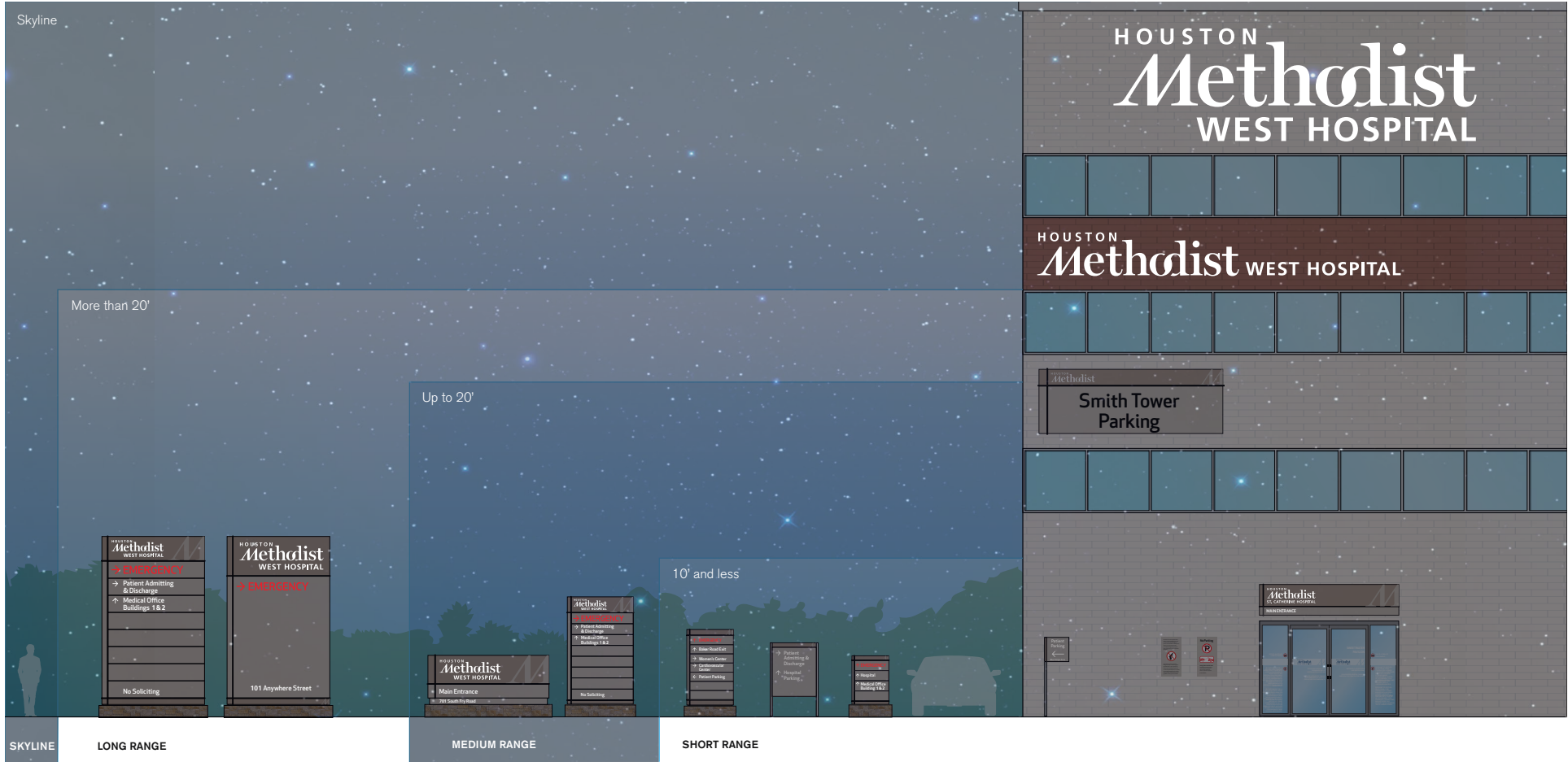
While in most cases the M should appear in black, exceptions can be made subject to creative approval. For example, making the M beige on a light champagne background creates a tone-on-tone look. This technique has been used for the wayfinding signs at Texas Medical Center.

This document further explores the use of the M. Also, refer to the Houston Methodist Sign Standards and Technical Specifications document to learn more.



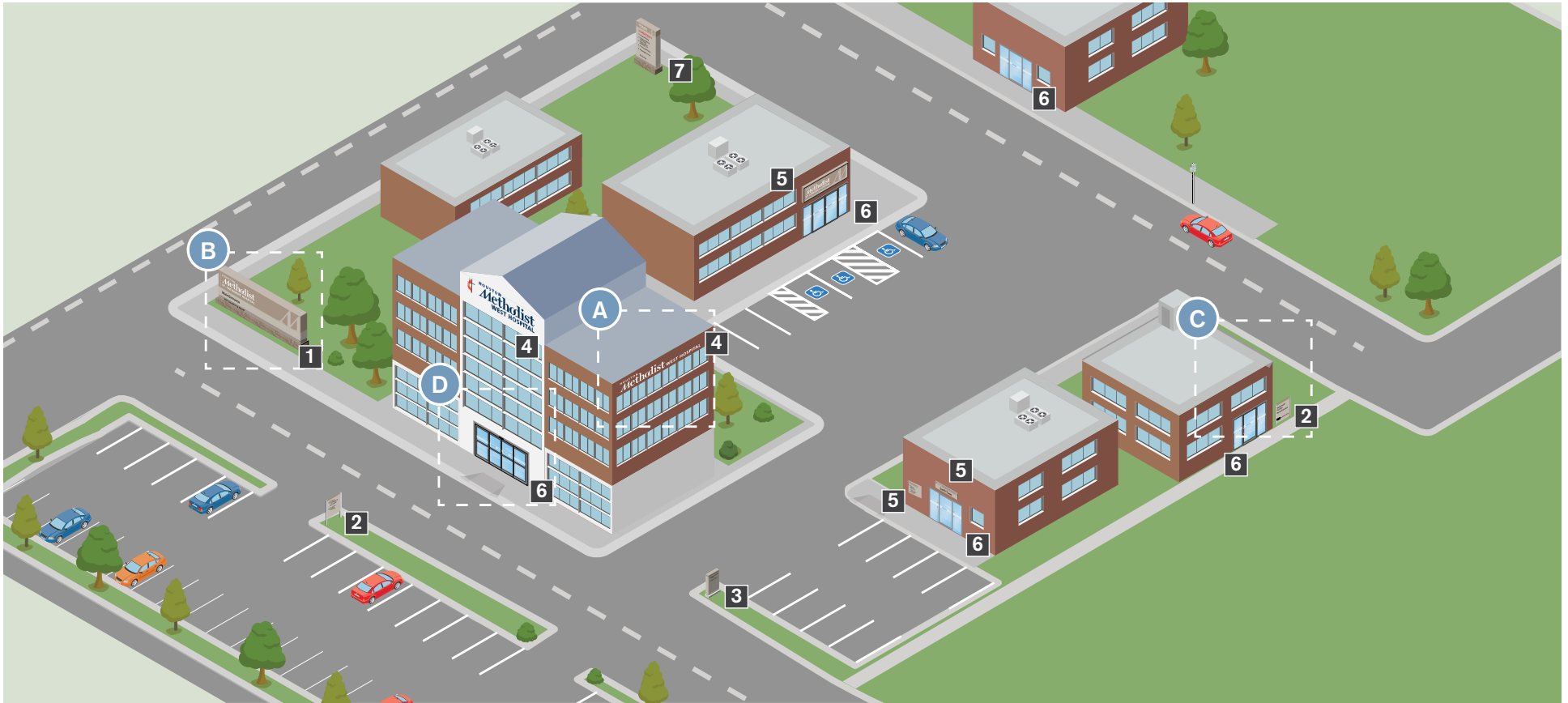


# SIGN TYPES - ILLUMINATED



# SIGN TYPES

## Site Schematics



### LEGEND

- |                         |                     |                         |                |
|-------------------------|---------------------|-------------------------|----------------|
| <b>1</b> Monument       | <b>3</b> Monolith   | <b>5</b> Wall Sign      | <b>7</b> Pylon |
| <b>2</b> Post and Panel | <b>4</b> Lettersets | <b>6</b> Vinyl Graphics |                |

# SIGN TYPES

## Site Schematics

### A – LETTERSET

Lettersets are most effective when placed on a building's highest point facing a major road or highway for maximum visibility, and can be easily viewed from a distance.

### B – MONUMENT

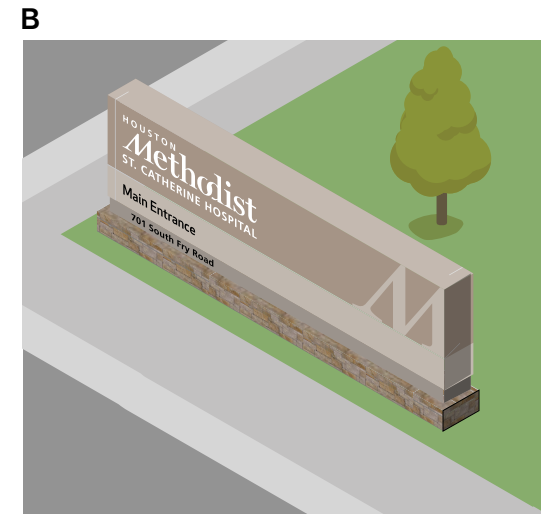
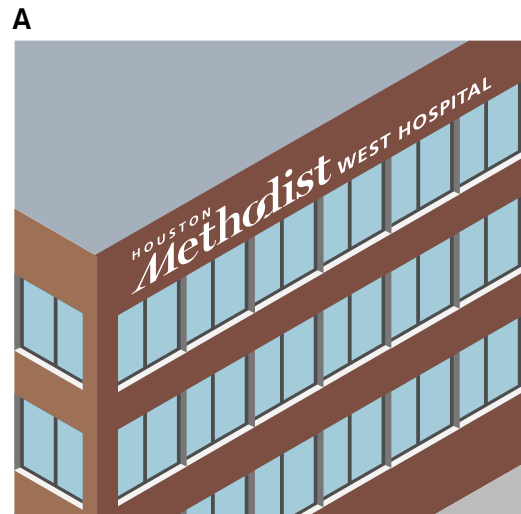
The monument sign identifies the main entrance for visitors who approach the site. The monument may include the service line and street address.

### C – POST AND PANEL

Post and panel signs are secondary identifiers for a specific location after visitors enter the campus.

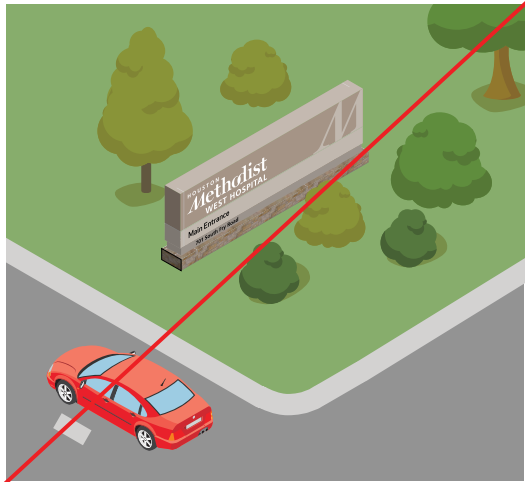
### D – VINYL GRAPHICS

Vinyl graphics are used on glass doors to identify all main entrances. They provide brand impact and display regulatory information as visitors approach the doors.

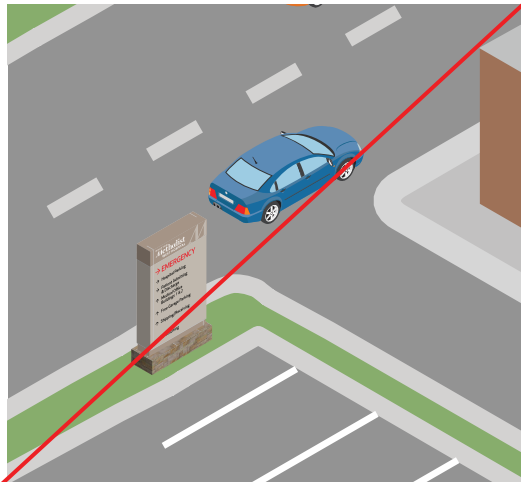


# SIGN TYPES

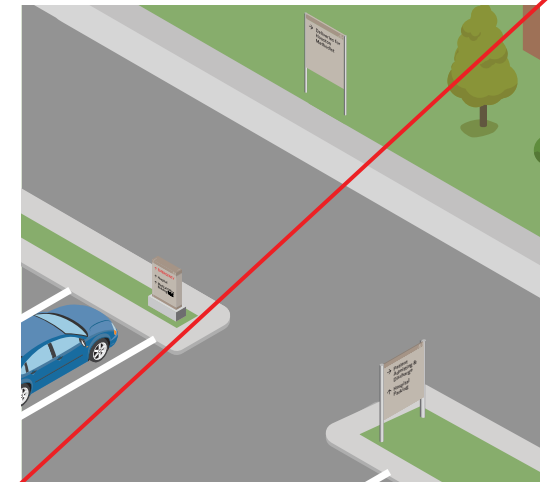
## Incorrect Use



Do not place a sign where the view is obstructed by bushes, trees or other objects.



Do not position a sign facing away from the primary flow of traffic, because visitors may easily miss the entrance.

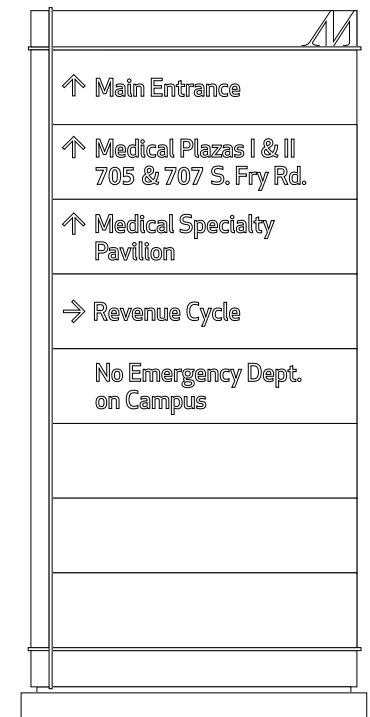
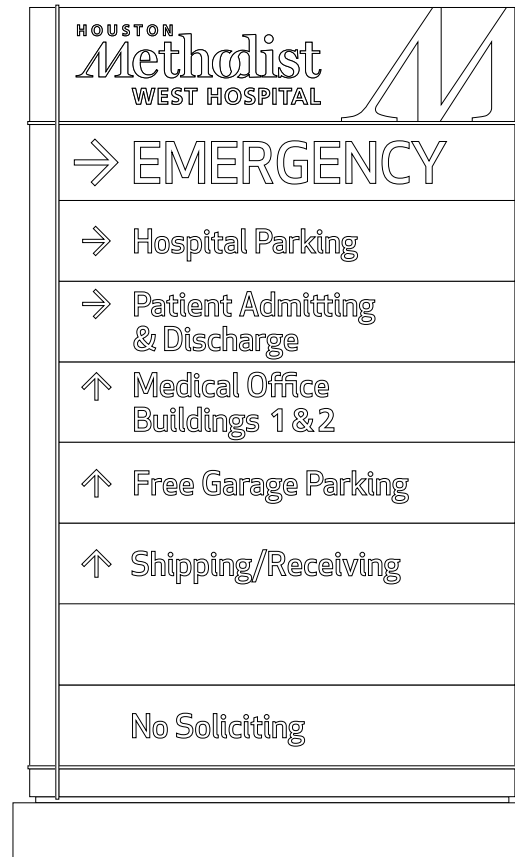


Do not place signs in close proximity, as this risks confusing visitors.

# MESSAGING

Effective directional and informational signs display clear, concise messages that can be read quickly and easily. Maintain consistency on all signs at a hospital location, starting with directional arrows on the left, followed by the information.

Language that is appropriate and sensitive to the public should be used (e.g., accessible parking vs. handicapped parking).



# EXTERIOR CHANNEL LETTERSETS

## Color Choices

Channel letters are highly effective in branding a building exterior. They are viewable from long distances and act as a beacon that draws people toward the building. These signs act as the primary source of brand identification at a facility.

Methodist Blue lettersets are the preferred look for consistency with the Houston Methodist brand. Methodist Blue lettersets are used on lighter, neutral backgrounds whereas white letters are available and can be used on dark backgrounds for better visibility.

Black letters are available under special circumstances (such as meeting municipality requirements), subject to creative approval by Houston Methodist's marketing team.





# EXTERIOR CHANNEL LETTERSETS

The size of channel letters depends on the space available on the building facade. To maximize brand impact, maximize the letterset size within the facade space while maintaining clear space requirements.

Only in instances where the available facade space is limited in height, the horizontal version of the logo can be used. Regardless of the layout, "Methodist" should be the largest word.

Center alignment of the lettersets on a building facade is preferred. Lettersets should be mounted on a clear facade free of obstructions while maintaining clear space requirements.

When using the horizontal configuration, consider aligning the letters with the building's architectural features while maintaining clear space requirements.



# EXTERIOR CHANNEL LETTERSETS

## Flame and Cross

Lettersets with the flame and cross should be centered and only be used over the main entry at hospitals and Emergency Care Centers.

To learn more about channel lettersets, please refer to the Houston Methodist Sign Standards and Technical Specifications document.



# EXTERIOR CHANNEL LETTERSETS

## Incorrect Use



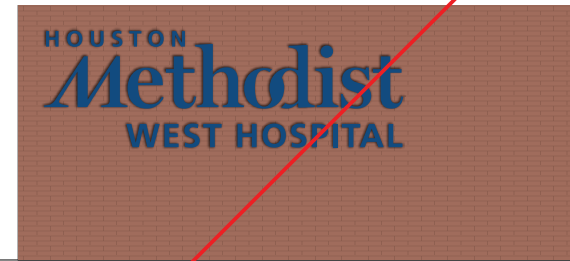
Do not align the channel letterset to the edge of the building facade. Clear space must surround the logo per Houston Methodist requirements.



Do not adjust the logo lockup alignment in any way.



Do not use the white letterset against a light background since it provides little contrast.



Do not use Methodist Blue lettersets on dark backgrounds. White lettersets should be used in these cases for better visibility.

# SITE IDENTIFIERS

The monument sign, shown at the far right in both illustrations, is the preferred design of the primary site identifier. Monument signs identify the main hospital entrance for drivers and pedestrians. They also affirm the impact of the Houston Methodist brand.

In addition to the monument sign, the pylon sign is taller and provides brand visibility from a longer distance. Please refer to the Houston Methodist Sign Standards and Technical Specifications document for more information.



# SITE IDENTIFIERS - ILLUMINATED

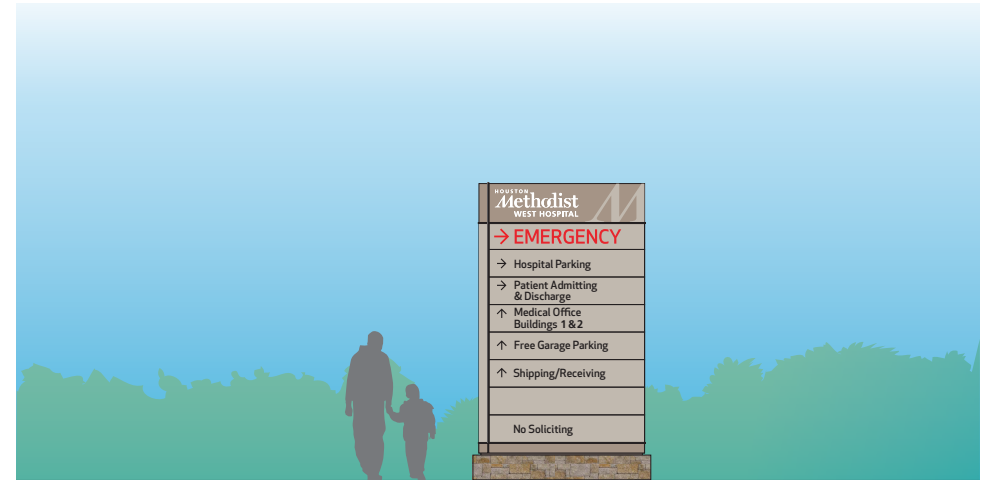
The primary site identifier monument and pylon signs are internally illuminated. To learn more about the sign types and illumination, please refer to the Houston Methodist Sign Standards and Technical Specifications document.



# PYLONS

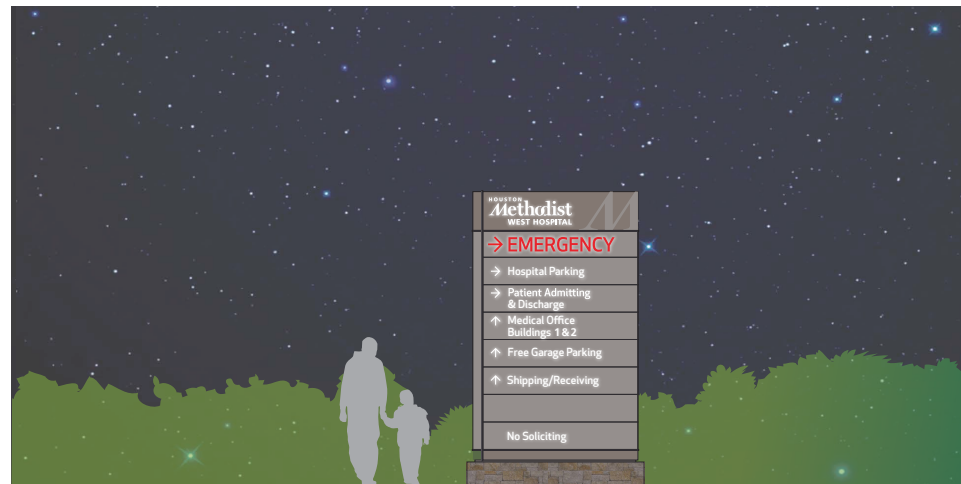
Pylon signs are designed to provide clear direction and information while maintaining brand visibility. They are especially effective when positioned at large intersections and along highways, where drivers have a clear line of sight from a distance.

Pylon signs should be placed at the perimeter of the campus to provide brand impact and identify major entrances.



# PYLONS - ILLUMINATED

Pylon signs are internally illuminated. To learn more about the pylons and illumination, please refer to the Houston Methodist Sign Standards and Technical Specifications document.

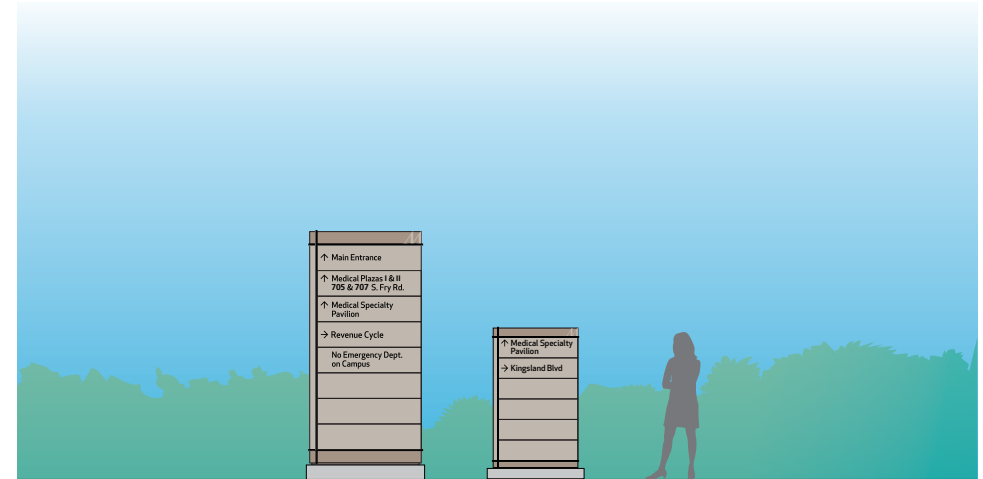


# MONOLITHS

Monolith signs are primarily used to direct vehicle traffic or identify our building facilities. These signs are placed in high-traffic areas, strategic vehicular decision points and intersections within a campus.

Monolith signage does not contain the Houston Methodist logo. Instead, it has a small, dark band with the Houston Methodist “M” at the upper right corner. It is best used on-campus, since visitors and patients will already have passed the branded site identifier signage on the way in to the property.

Generally, signage size depends on the amount of copy and intended usage. The most common size and configuration of directional monolith signs is 6 feet high with six interchangeable blades. Ten-foot monolith signs are also available.





# MONOLITHS - ILLUMINATED

Monoliths can be internally illuminated.

Monoliths that are not illuminated will always use black reflective vinyl for directional messaging. This ensures the messages are visible at night.

To learn more about the monoliths and illumination, please refer to the Houston Methodist Sign Standards and Technical Specifications document.



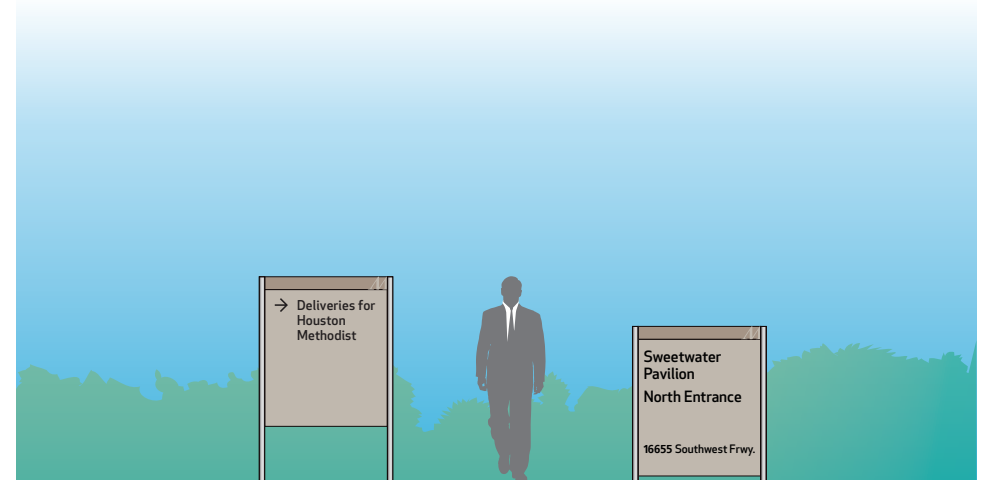
# POST AND PANELS

Post and panel signs are primarily used to direct vehicle traffic or identify buildings.

These signs are simple and cost-effective. Post and panel signs contain a small number of directional or identification messages. Post and panels are placed at intersections, within a campus or in front of buildings.

Post and panel signs are nonilluminated and use black reflective vinyl for messaging. This ensures the messages are visible at night.

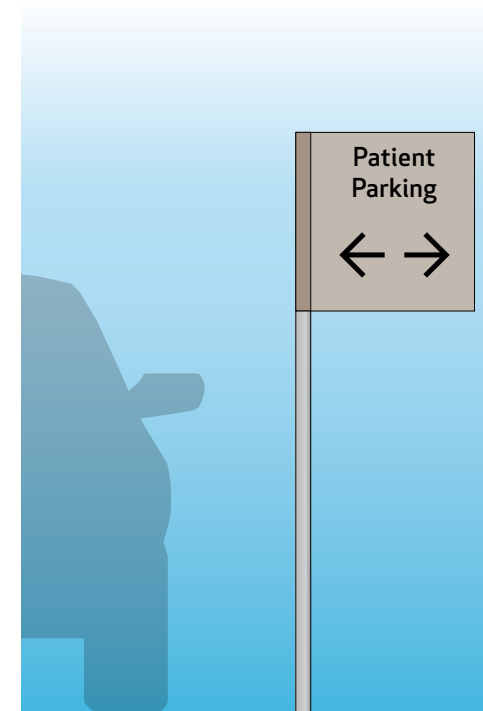
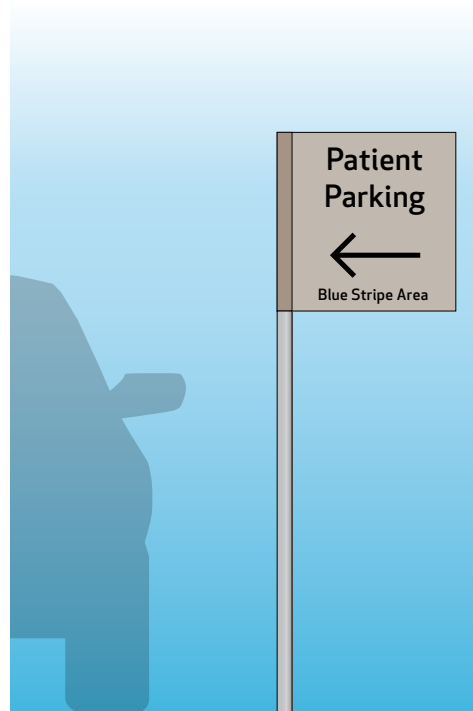
Using the taller post and panel signs is preferred for directional purposes on a hospital campus. The low post and panel signs are best used as identifiers in front of buildings.



# PARKING REGULATORY

Parking regulatory signs are used when there is limited space in parking lots to identify where patient, physician or emergency parking is located.

These signs are not branded but follow the look and feel of the sign family. They are nonilluminated and use black reflective vinyl for directional messaging. This ensures the messages are visible at night.



# WALL SIGNS

While lettersets are the preferred method of branding for building facades, there are some cases where a wall sign (A) or box sign (B) is used, especially in situations where removing an old letterset could cause damage to the facade.

The difference between these wall signs is the priority of the message. If the hospital facility is the primary message you want to communicate, use illustration A as your guide. If the building name is the primary message, use illustration B.

At nonhospital locations, wall signs or box signs are used if the building owner will not allow channel lettersets.



# WALL SIGNS - ILLUMINATED

Wall signs can be illuminated internally or by using black reflective vinyl. Internal illumination is used over building entries to ensure visibility from a distance at night. For less prominent signage that is closer to eye level, black reflective vinyl is typically used.

To learn more about the wall signs, please refer to the Houston Methodist Sign Standards and Technical Specifications document.



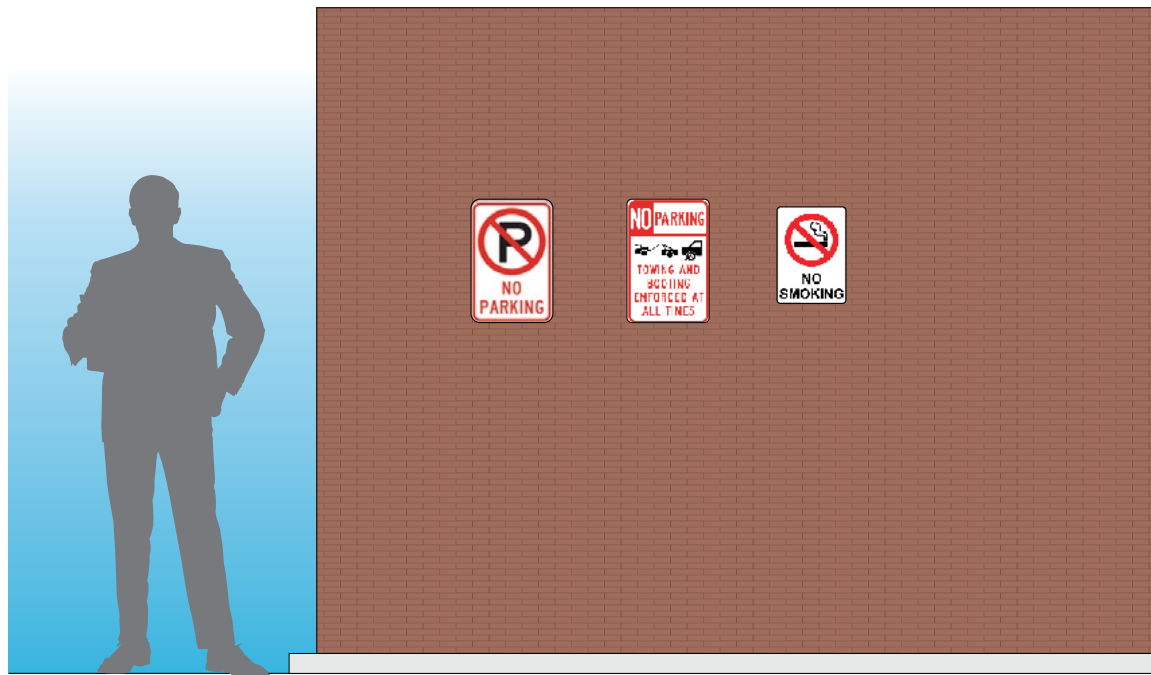
# REGULATORY PANEL

Off the Shelf

Nontraffic regulatory signs, which are available off the shelf and do not require branding, are preferred for use where appropriate at Houston Methodist locations.

Please ensure the same style of sign is ordered to ensure consistency around the site.

To learn more about regulatory and branded regulatory signs, please refer to the Houston Methodist Sign Standards and Technical Specifications document.

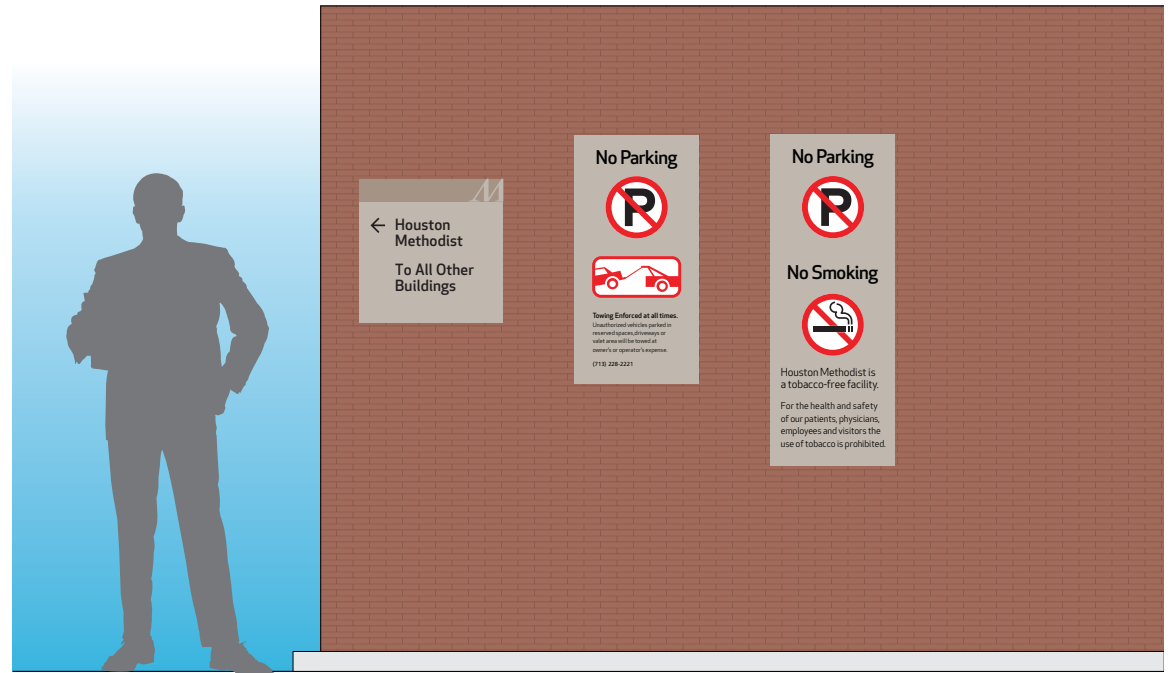


# REGULATORY PANEL

Customized

Custom regulatory signage should only be used if off-the-shelf signage does not exist. This type of signage requires prior approval from the Houston Methodist marketing team.

If a specialized sign is needed, please refer to the Houston Methodist Sign Standards and Technical Specifications document for guidance on layout, colors and content.



# DOOR VINYL

## Exterior

Vinyl graphics are used on glass doors to identify main entrances at all Houston Methodist locations.

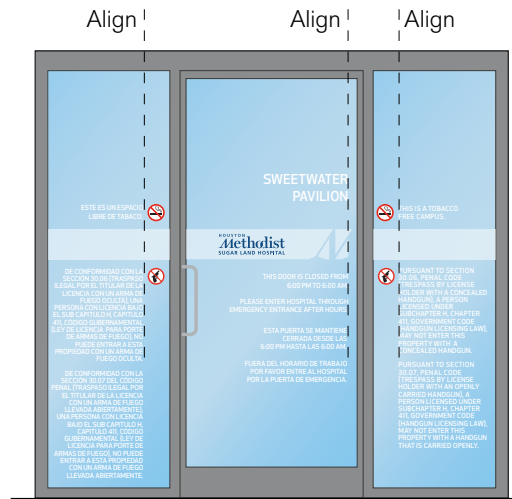
In addition, vinyl graphics display information regarding hours, tobacco-free areas and penal code messaging prohibiting firearms.

Refer to the illustrations on this page for the placement of vinyl graphics on glass entrance doors, which face the exterior of the building.

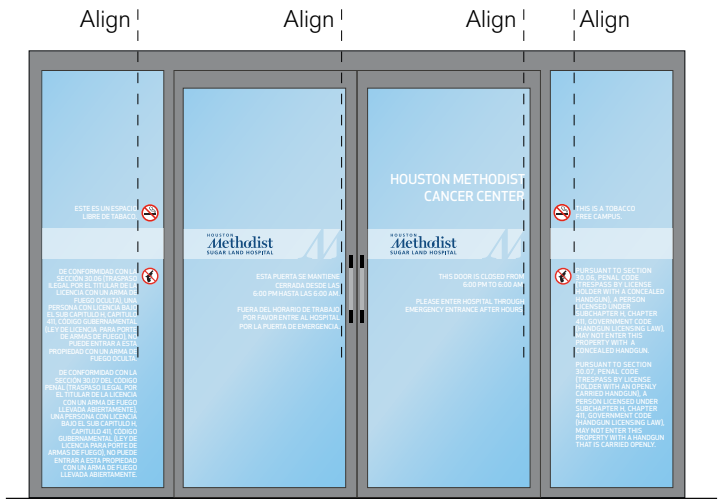
The Houston Methodist logo always appears on the entrance door, with adjacent supporting messages and pictograms appearing on the window.

For more information about vinyl graphics, please refer to the Houston Methodist Sign Standards and Technical Specifications document.

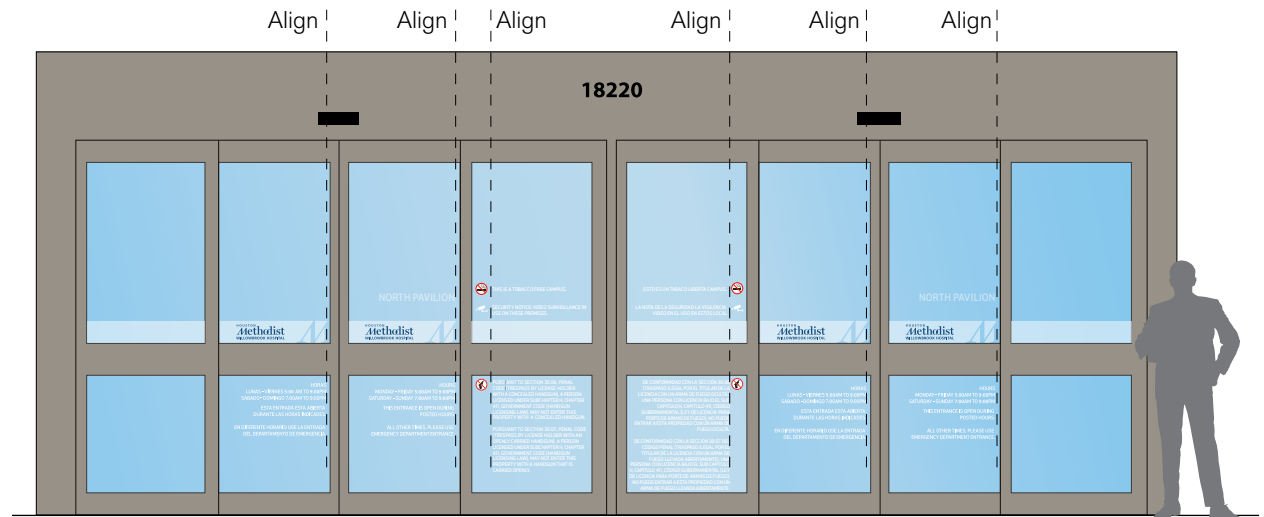
### Single Door



### Double Doors



### Separated Double Doors





# DOOR VINYL

## Interior - Single Door

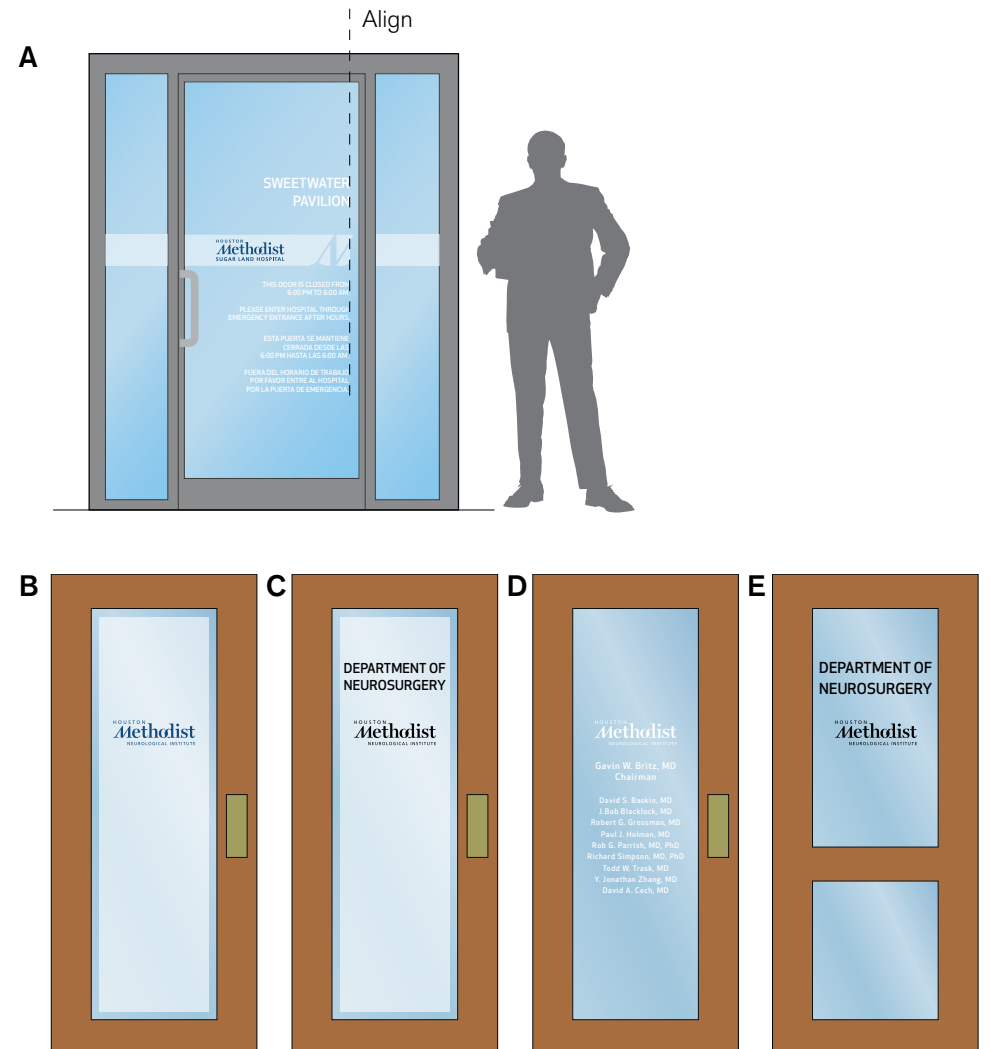
Vinyl graphics are also located on the doors of many practices within the Houston Methodist organization. The design of interior door vinyls should follow the same look and feel as the exterior door vinyls (see p. 32).

On single doors that have a full window pane (A), the dusted crystal band with the appropriate logo in Methodist Blue and an inscribed branded M should be used. All text above and below the crystal band is aligned right.

For doors with smaller windows, the Houston Methodist logo is always horizontally centered on the door, maintaining clear space requirements.

For doors with frosted or dusted vinyl on the glass surface, the Methodist Blue version of the logo (B) is preferred. If adding supporting text (C), use black vinyl for both.

For doors containing glass without frosted or dusted vinyl backgrounds (D and E), use black or white vinyl for the logo and supporting text, depending on visibility.



The department or center name should appear above the logo, while any practice information or doctor list should appear below it.

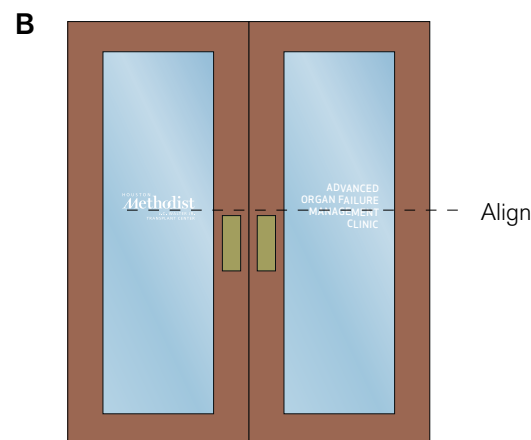
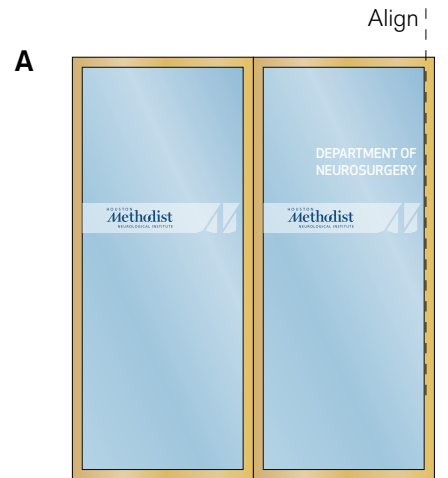
# DOOR VINYL

## Interior - Double Doors

On double doors that have full window panes (A), use the dusted crystal band with the appropriate logo in Methodist Blue and an inscribed branded M on each door. All text outside the crystal band is right aligned on the right-hand door.

For double doors with smaller window surfaces (B), the logo is in black or white, depending on visibility and centered on the left-hand door, maintaining with clear space requirements. The practice name is right aligned, on the right-hand door, and centered vertically in relation to the logo.

For double doors with frosted or dusted vinyl on the glass surface (C), the logo is centered on the left-hand door in black vinyl, maintaining with clear space requirements. The practice name is right aligned, on the right-hand door, and centered vertically in relation to the logo in black vinyl.



# RECEPTION LETTERSETS

Reception signs are typically installed in patient-facing areas where there is high visibility. These areas include main lobbies, registration desks and waiting rooms.

Brushed aluminum plate is the preferred material for reception lettersets. Black plate letters can be used as an alternative if the color of the wall is very light.

Sign placement should provide clear visibility to visitors entering the space (such as the main lobby, directly behind the reception desk, or adjacent to the reception desk). The wall where the sign will be installed should be clear of light fixtures, clocks, switches or other wall features.

To learn more about reception signs, please refer to the Houston Methodist Sign Standards and Technical Specifications document.

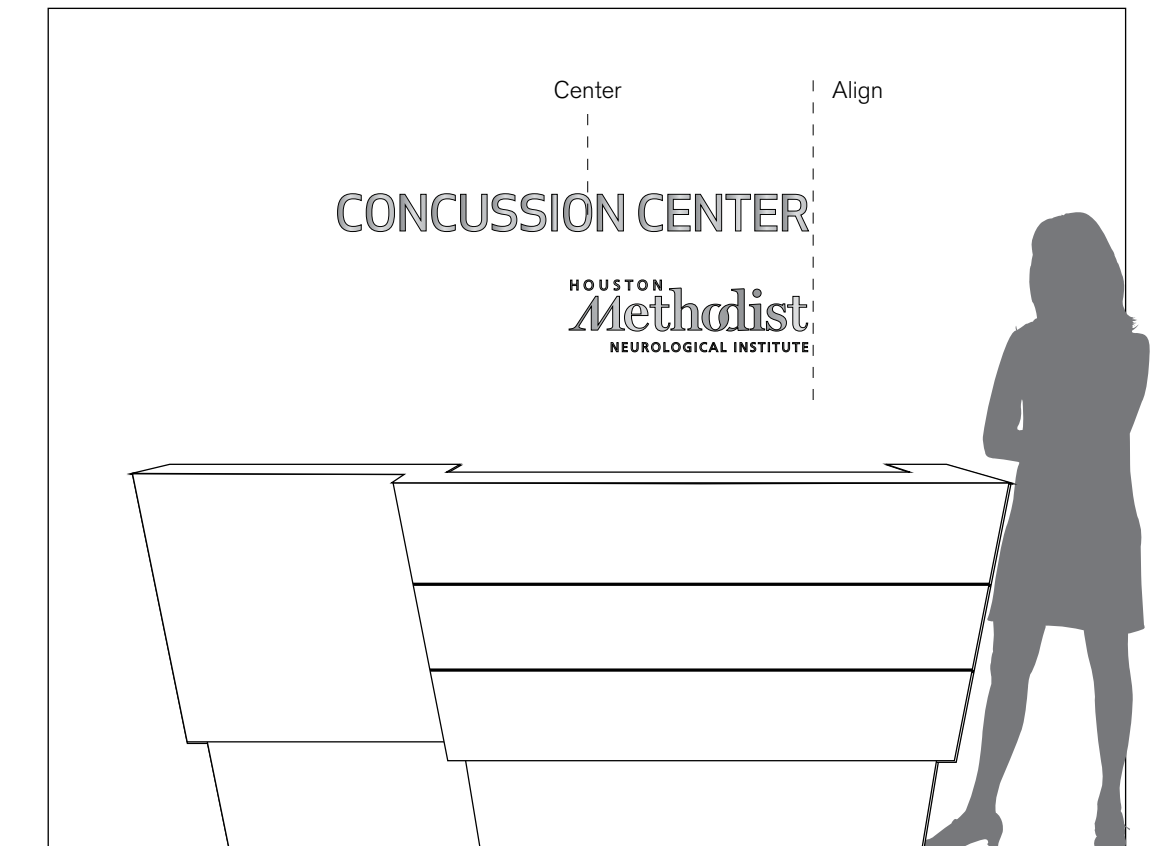


For reception lettersets using the sponsorship logo lockup or the Weill Cornell co-branded lockup, please refer to pages 5-6 for layout.

# RECEPTION LETTERSETS

## Center Name

For Houston Methodist centers that have a proper name, such as the Concussion Center, use all caps in Apex New Medium, and center align the name. The logo is right aligned below the name, maintaining the clear space requirement.



# RECEPTION LETTERSETS

Centers, Institutes and Practices

The configurations for brushed aluminum letters depend on where they are used.

## Interior:

For centers, institutes, etc., that are inside a building, do not use the words “Houston Methodist” with the logo. If no logo is present, then add “Houston Methodist” to the name.

## Specialty Physician Group:

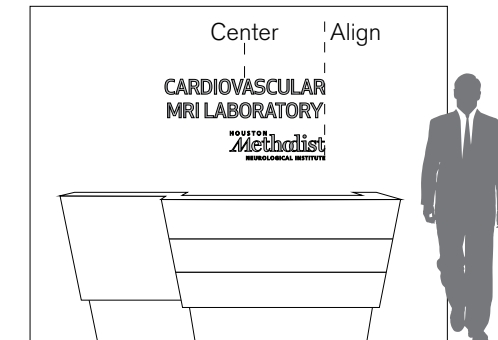
For Houston Methodist Specialty Physician Group (SPG) signage, the words “Houston Methodist” must accompany the practice name (ex. Houston Methodist Surgical Associates) regardless of whether a logo is used with the name.

## Exterior:

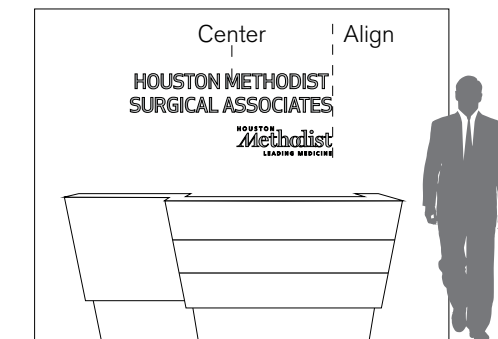
For building exteriors of centers, institutes, etc., use the words “Houston Methodist” along with the logo. The name is center aligned. The logo is right aligned below the name, maintaining the clear space requirement.

If a logo exists for a hospital or practice, there is no need for a plain text option.

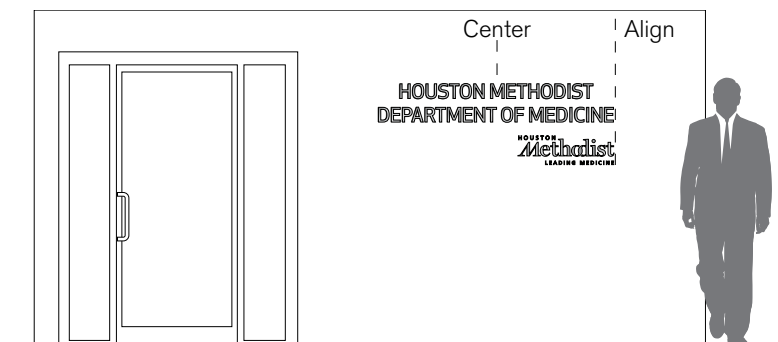
## Interior



## SPG

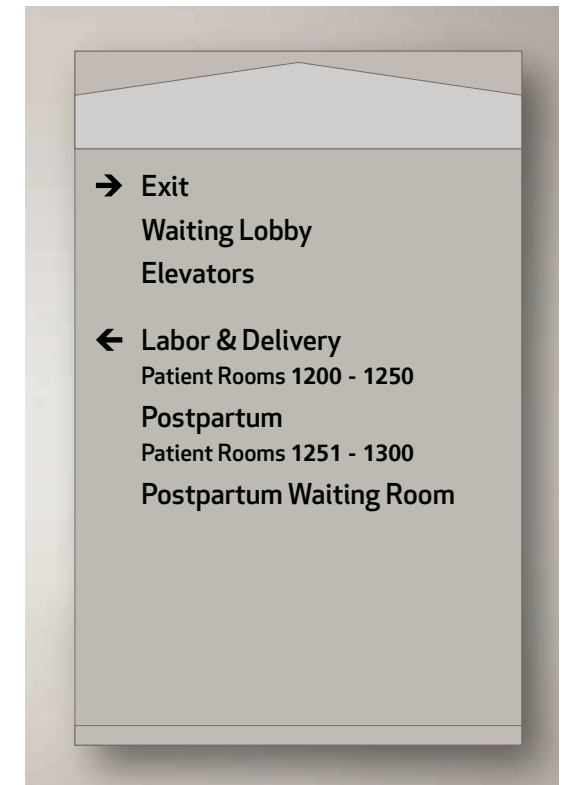
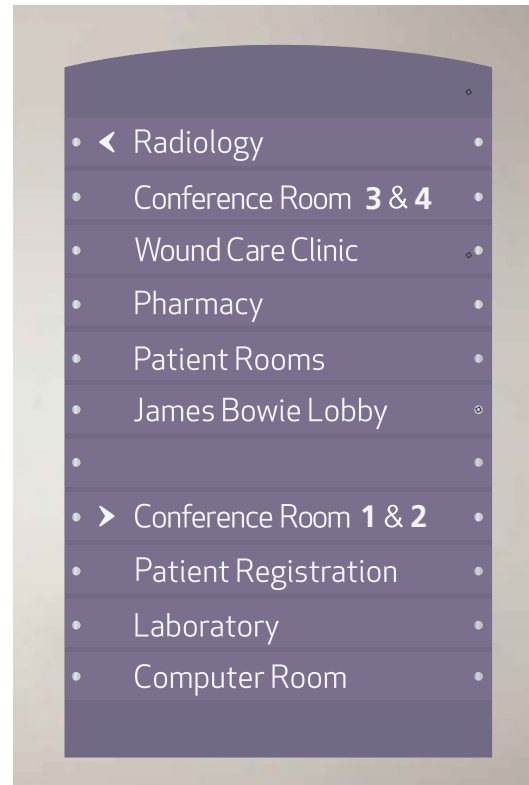


## Exterior



# INTERIOR DIRECTORIES

Each facility has its own unique wayfinding system. Any new directory or wayfinding signage within a hospital campus or other facility should be designed to match the style of sign already in place at that particular location.



# APPROVALS

Send all signage designs to **creative-approvals@houstonmethodist.org** before they are fabricated. Please include a photo of the space where the sign will be installed and a mockup of the sign being requested. Email **creative-approvals@houstonmethodist.org** with questions.

Signage approvals process

1. Business owner contacts facilities maintenance services (FMS)
2. FMS works with the business owner and sign vendor on design
3. FMS submits artwork for creative approval
4. FMS works with business owner on local approvals (Doctors, administrators, local marketing teams, etc.)
5. FMS fabricates sign