

UNIVERSITY OF NORTH DAKOTA BUILDING DECOR GUIDELINES

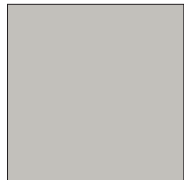
UND's brand doesn't stop at the website or print materials. Creating spaces that inspire school spirit and enhance the University's brand is essential. The spaces where we spend time are also spaces visitors experience. And while physical spaces are less fluid than other media, they shouldn't be ignored. Instead, spaces should reflect our pride for UND. This document outlines some standardized areas of environmental branding.

Space Categories

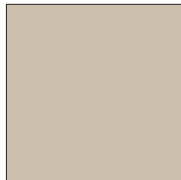
- Office Spaces: Office spaces can range from individual offices to conference rooms. These spaces can have a wide variety of uses, therefore, they should have basic, branded palettes. Individualization of private offices can be expressed through an individual's decor.
- Lobbies and reception areas: these spaces should be inviting, open and professional.
- Classroom, study spaces and co-working spaces: These spaces should provide focus yet provide a sense of UND pride.
- Residence Halls and other student spaces: These spaces should feel modern, comfortable and embody school spirit.

Palettes

The following paints and carpets are approved for use in physical spaces. Exact applications must be approved by Facilities Management.



PAINT FIELD
Sherwin Williams
Silverplate



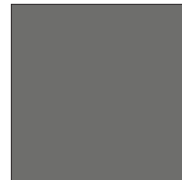
PAINT FIELD
Sherwin Williams
Sandbar



PAINT FIELD/ACCENT
Sherwin Williams
Acier



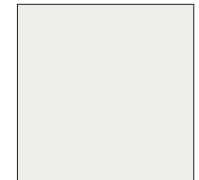
PAINT ACCENT
Sherwin Williams
Color Match to
Pratt & Lambert
Deep Mist



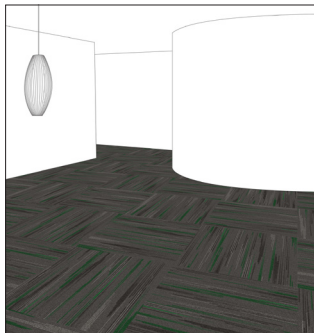
PAINT TRIM
Sherwin Williams
Color Match to
Pratt & Lambert
Steel Wool



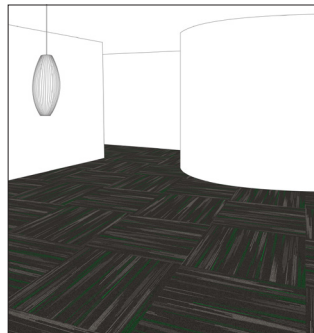
PAINT ACCENT/TRIM
Sherwin Williams
Tricorn Black



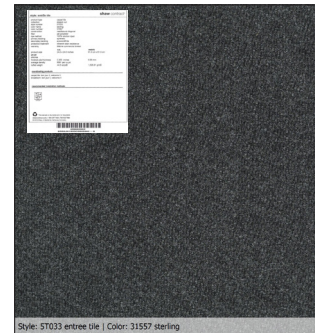
PAINT CEILINGS
Sherwin Williams
Extra White



SHAW W0016
UND Green, Gray and Black



SHAW W0016
UND Green, Black and Gray



SHAW 5T003
Walk-Off, Sterling



TANDUS
UND Custom Carpet: Accentuate



TANDUS
UND Custom Carpet: Transfer

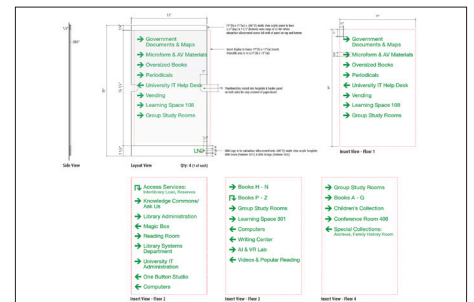
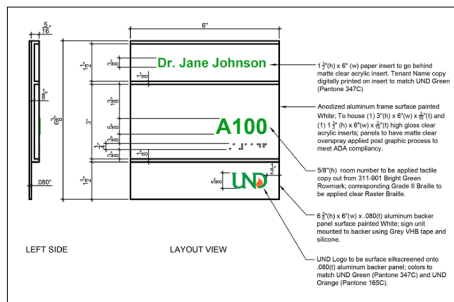
Environmental Graphics

Environmental graphics can have a major impact on a space when used correctly. Placement, material selection and messaging are important factors that must be approved by UND's Environmental Branding Review Board before a project can begin.

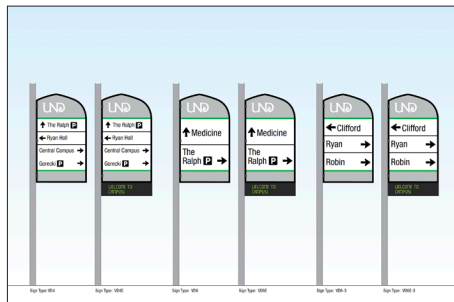
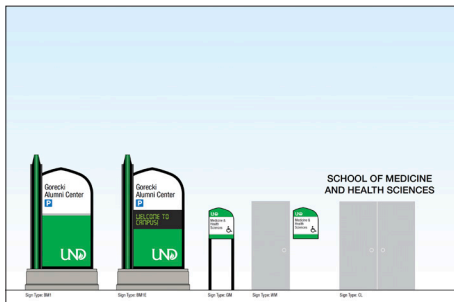


Wayfinding & Signage

Wayfinding and signage are critical to helping individuals navigate campus. Providing a consistent sign family not only strengthens the UND brand, but provides a seamless experience for students, staff, faculty and visitors.



STANDARD INTERIOR SIGNAGE



STANDARD EXTERIOR WAYFINDING SIGNAGE

The Details

Each element of an indoor and outdoor space is important to the overall aesthetic and sense of place. Additional elements such as furniture and lighting*, landscaping, sculptures, benches, trash and recycling bins, bike racks, tables, etc. must be approved by UND's Environmental Branding Review Board before a project can begin.



* Furniture Standards: UND green and shades of gray and black shall be used for all upholstery & laminates. Light shades of upholstery and or laminates will not be accepted. Requestors must coordinate with UND's Environmental Branding Review Board to meet requirements based on vendor product lines.
Lighting Standards: LED fixture with Lutron Vive integrated controls.