

ART AND ARCHITECTURAL REVIEW BOARD (AARB)

# Project Data Sheet

Revised February 6, 2025

(Due by 3:00 p.m. on the Friday two weeks before the meeting to [AARB@dgs.virginia.gov](mailto:AARB@dgs.virginia.gov))

**Date Submitted:** May 22, 2026

**Agency Name:** Radford University

**Project Name, Number, and Location** [\* must include the project number]

*Radford University Campus Environmental Graphics.*

**Project Code:** 217-B6217-010 Radford, Virginia

**Representatives for the Agency and the Architect/Engineer**

*Paul Ely*

*Radford University*

*Director of Capital Planning and Construction*

*540.831.7817*

*540.239.0021 cell*

**Current Project Status/Phase and Schedule** [\* must select one of the following]

- Preliminary Design Submission:
- Final Design Submission:

(Status/Phase = Schematic, etc. Schedule - next milestone date)

**Request for Consent Agenda:** Yes:  No:

\* Please refer to the [AARB Agency Project Submission and Presentation Guidelines](#) – Project Submission Section for additional information and guidance on the Consent Agenda versus Regular Agenda.

**PLEASE NOTE:** If you did not check the box for Consent Agenda, your project will be posted on the Regular Agenda and the agency will be required to attend the meeting to make a presentation to the board on the day of the meeting. **Presentations are not to exceed 15 minutes.**

## Project Description

*Campus Environmental Graphic Initiative*

## Architectural Aesthetic:

*In the Fall of 2023, Radford University completed a rebranding initiative and launched a new brand, which featured a new logo, graphic elements, typography and color palette; new brand personality traits and pillar messages; and a new brand campaign tagline: Find Your Place. [Here](#).*

*The proposed application includes a range of integrated environmental graphic elements located at select building facades and windows, pedestrian corridors, gathering spaces, and campus edge conditions.*

*These installations are intended to reinforce institutional identity while complementing the architectural character, scale, and landscape of the university campus.*

*The project has been developed as a phased and coordinated system of removable graphic applications designed to complement existing campus architecture while allowing flexibility for future stewardship and maintenance.*

*(What does it look like and why?)*

**Relationship to Approved Master Plan**

*The buildings where graphics will be located are not scheduled for demolition or replacement. McConnell is on the 6-year plan and we intend to renovate it within the next few years. We do not intend to demolish or replace but may add windows as a part of the renovation.*

*\* this section must contain information for Board review, do not leave blank]*

*(Include the date of the master plan and how this project relates to a larger program effort, if applicable)*

**Existing Architectural Context**

*The graphics are not located on historic buildings or in the city of Radford. Any building over 50 years old is considered historic thru DHR's lens*

**AARB History (for return presentations on the same project):** [*\* this section must contain information for Board review, do not leave blank / if this section does not apply to your project, please indicate with N/A]*

*N/A*

- State when previous presentation(s) were made to the Board on the project. *N/A*
- Restate previous Board comments. *N/A*
- Show actions taken to address Board comments; use visuals to compare previous renderings with updates. *N/A*

RADFORD UNIVERSITY

# Campus Environmental Graphics Plan



**Submitted to:**

Commonwealth of Virginia  
Art and Architectural Review Board (AARB)

**Owner:**

Radford University  
Facilities / Planning

**Submission Date:** May 22, 2026

**AARB Meeting Date:** June 5, 2026

**Project Number:** 217-B6217-010



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
WLConcepts.com  
1 Bennington Ave.  
Freeport, NY 11520

RADFORD UNIVERSITY

# Opening Statement

In the Fall of 2023, Radford University completed a rebranding initiative and launched a new brand, which featured a new logo, graphic elements, typography and color palette; new brand personality traits and pillar messages; and a new brand campaign tagline: Find Your Place. Here.

Since that time, the university has deployed a phased rollout of the new brand, beginning with current students and employees, then alumni and prospective students and their families, and finally the general public throughout Southwest Virginia, across the Commonwealth and in target recruiting markets in contiguous states.

As the university embarks upon the next phase of implementation, the initiative seeks to reinforce Radford University's identity as a welcoming university community that fosters a strong sense of place and belonging.

The proposed applications include a range of integrated environmental

graphic elements located at select building facades and windows, pedestrian corridors, gathering spaces, and campus edge conditions. These installations are intended to reinforce institutional identity while complementing the architectural character, scale, and landscape of the university campus.

The project has been developed as a phased and coordinated system of reversible graphic applications designed to complement existing campus architecture while supporting long-term stewardship and maintenance.

We will measure the success of the campus environmental graphics initiative by the quality, cohesion, and appropriateness of the graphic applications across campus and their alignment with the university's brand standards, core values, and guiding principles.

# Radford University

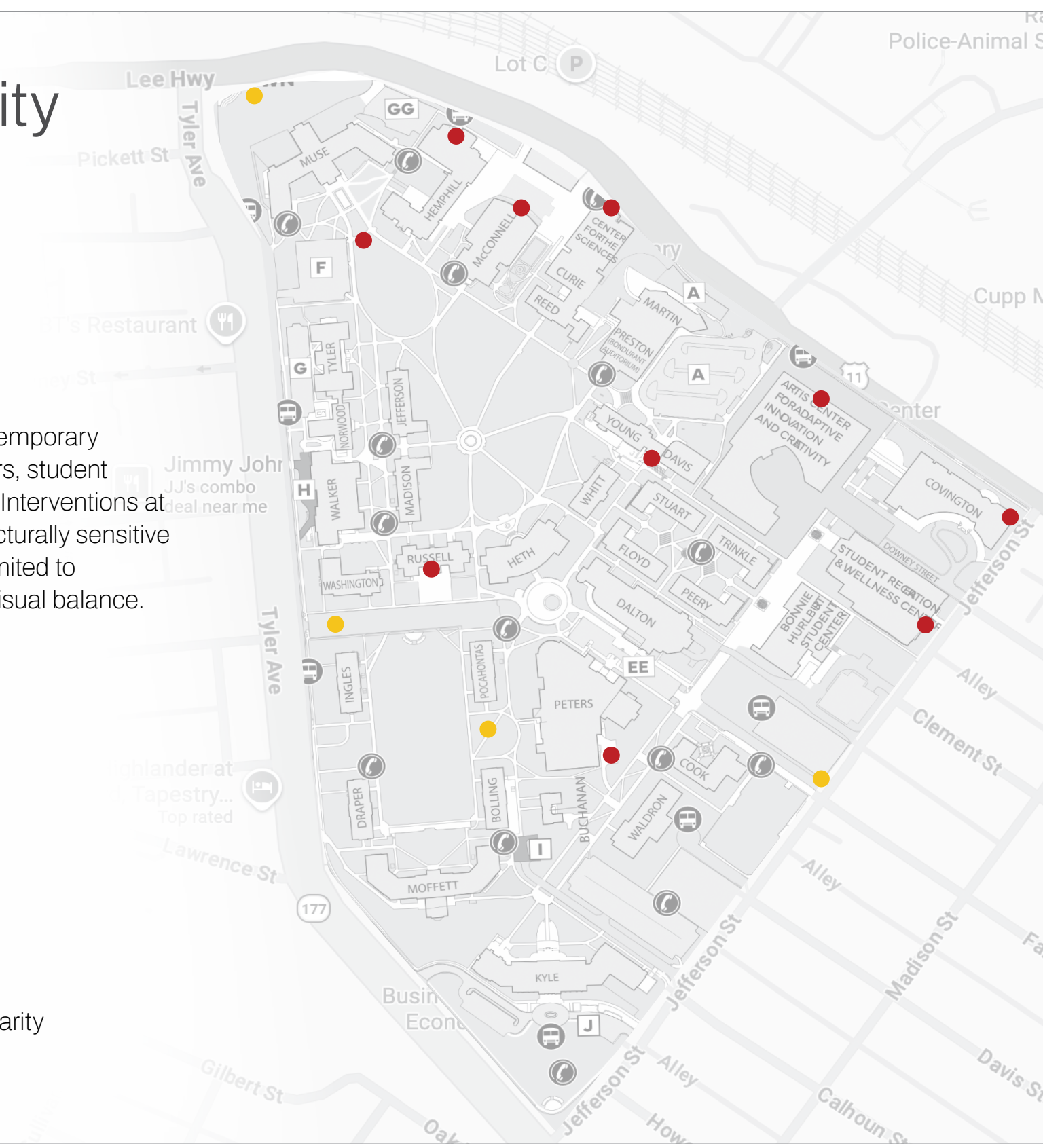
## ENVIRONMENTAL GRAPHICS PLAN



Graphic applications are focused at contemporary campus buildings, primary arrival corridors, student destinations, and active gathering areas. Interventions at traditional masonry buildings and architecturally sensitive campus zones have been intentionally limited to maintain overall campus character and visual balance.

### DESIGN PRINCIPLES

- Strengthen campus identity
- Reinforce arrival and visibility
- Support placemaking and belonging
- Respect existing architecture
- Utilize reversible interventions
- Maintain accessibility and campus clarity
- Support long-term stewardship



# Radford University

ENVIRONMENTAL GRAPHICS PLAN

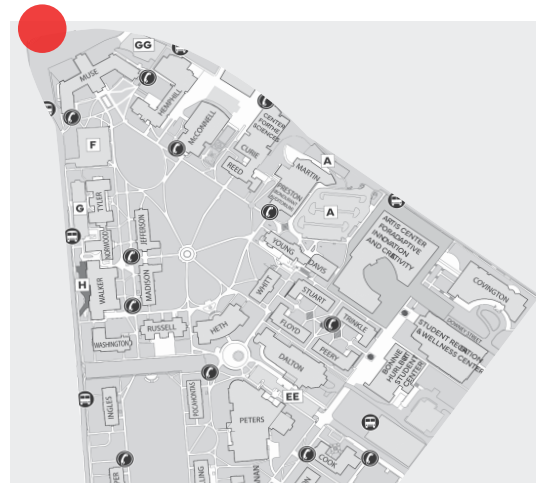
# AARB REVIEW

**PROJECT NAME:**

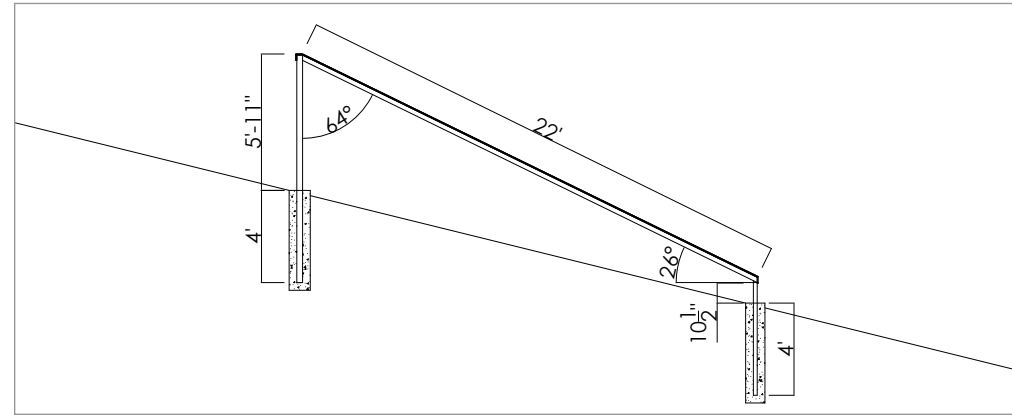
CAMPUS CORNER - MAIN STREET, NORTH EAST APPROACH



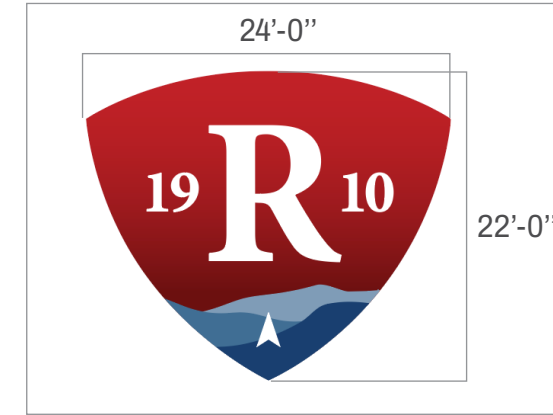
EXISTING PHOTOSS



LOCATION



ANGLE DETAIL



FLAT ARTWORK



NORTH ELEVATION RENDERING 1.0

**JOB:** 1.0

**DRAWING:** AWJ

**SIGN TYPE:**  
CAMPUS LANDMARK

**DESIGN INTENT**

The proposed campus landmark sign is designed as a refined and highly visible gateway element positioned on the hillside at the corner of Campus Main Street and Tyler Avenue, prominently viewed from the downtown approach corridor. The installation is intended to serve as an iconic identifier for the campus while complementing the surrounding landscape and architectural character of the district.

Overall, the proposed hillside logo is envisioned as a civic-minded architectural feature that strengthens campus visibility, creates a memorable arrival experience from downtown, and contributes positively to the visual identity of the community.

**CAMPUS LANDMARK**

- Approximate overall shield size: 22'-0" H x 24'-0" W
- Exterior-grade Digital High-Pressure Laminate (DHPL/CHPL) panel with integrated graphic surface
- Raised dimensional "R" letterform with concealed mechanical attachment.
- Concealed internal steel support frame with perimeter structural posts.

- Galvanized and powder-coated steel support structure
- Engineered cast-in-place concrete pier footings below grade
- Area below sign to be wood mulch or stone for ease of maintenance

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

# Radford University

ENVIRONMENTAL GRAPHICS PLAN

## AARB REVIEW

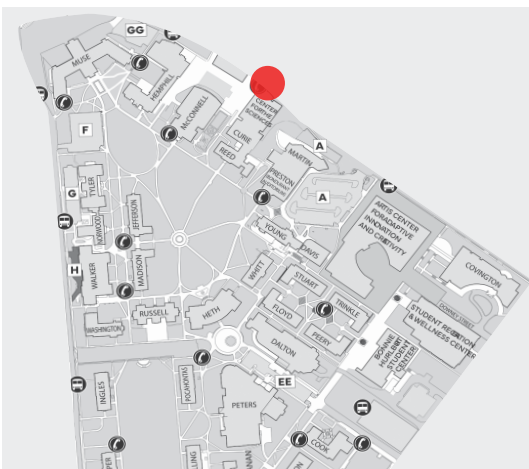
**PROJECT NAME:**  
CENTER FOR SCIENCES -  
PLANETARIUM

**JOB:** 2.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
VINYL GRAPHICS

**DESIGN INTENT**  
Enhancing visibility and identity. Graphic application aligns with existing architectural rhythm and mullion structure.



EXISTING PHOTOS



LOCATION



EAST ELEVATION  
2.2.1, 2.2.2, 2.1.1

19'-8" H x 60'



EAST ELEVATION RENDERING



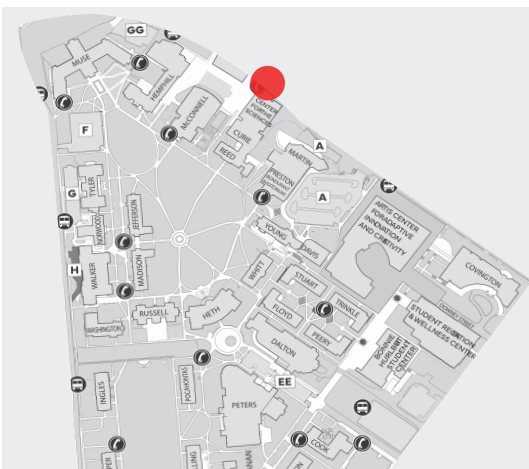
**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

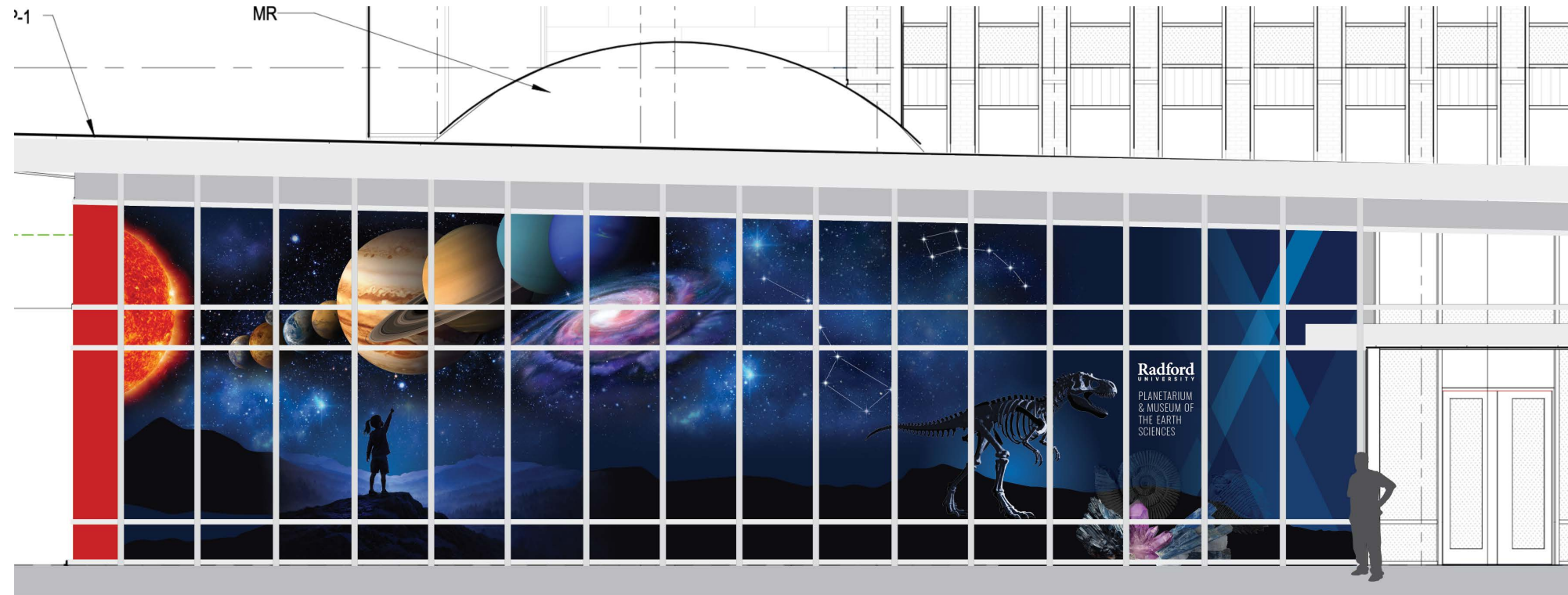
**DESIGN INTENT**  
Enhancing visibility and identity. Graphic application aligns with existing architectural rhythm and mullion structure.



EXISTING PHOTOS



LOCATION



NORTH ELEVATION 2.1.2

19'-8"H x 70'



NORTH ELEVATION RENDERING

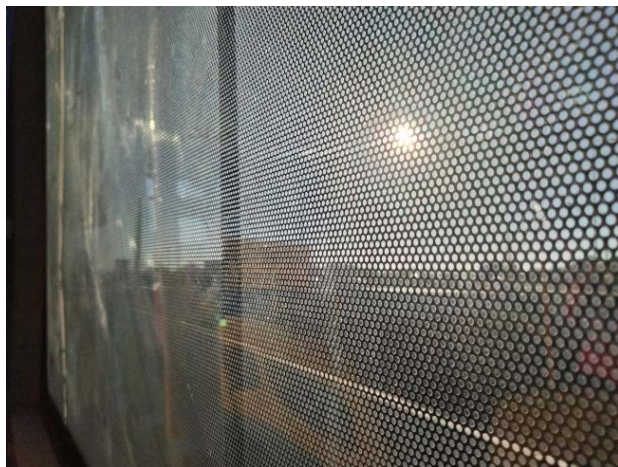


**WLConcepts**

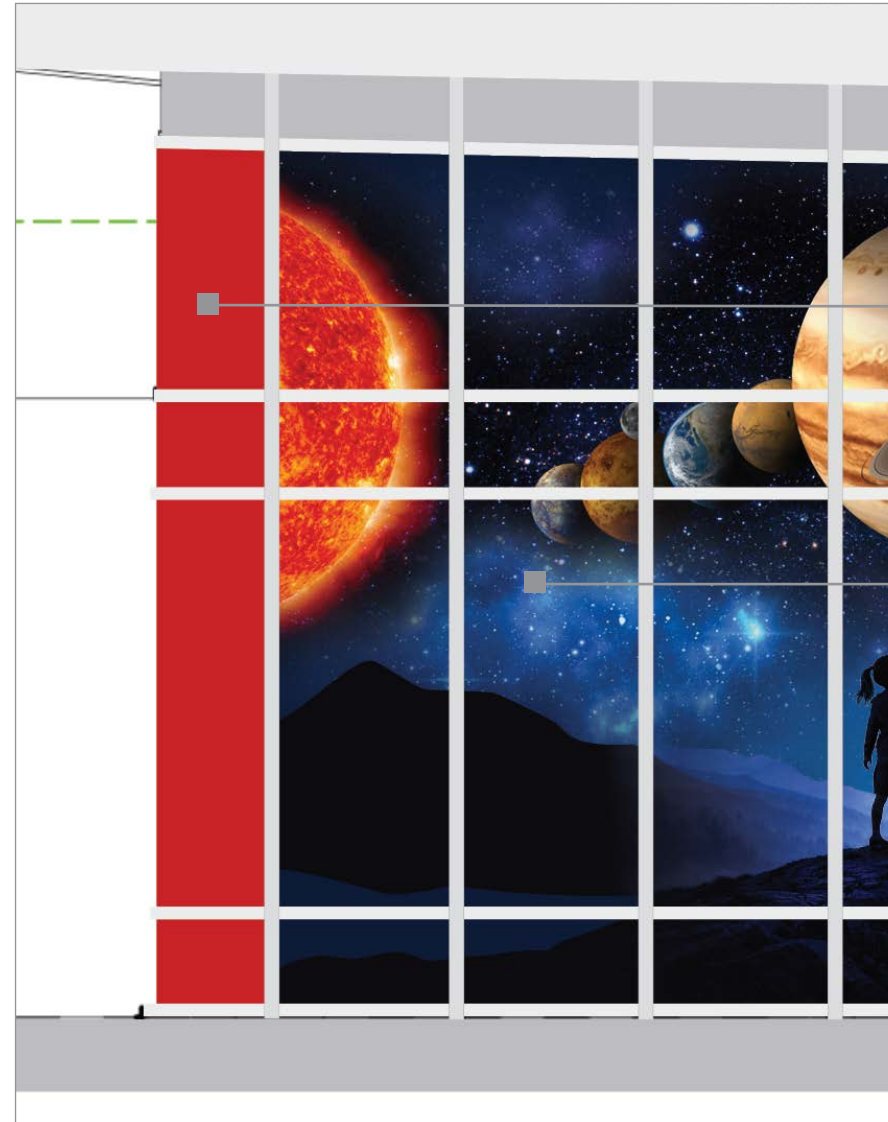
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



SAMPLE IMAGE



SAMPLE IMAGE



Contra Vision Translucent Perforated Window film  
Transparency: 30% (70/30)

Contra Vision® Performance™  
Transparency: 50% Transparent (50/50)

**DESIGN INTENT**  
Enhancing visibility and identity. Graphic application aligns with existing architectural rhythm and mullion structure.

**VINYL GRAPHICS**

- Digitally printed perforated window graphics applied to existing glazing systems to enhance campus identity and visibility while maintaining partial outward visibility from interior occupied spaces.
- Contra Vision Performance translucent perforated window 70/30 perforated film utilized at solid red graphic areas; 50/50 perforated film utilized at primary graphic imagery areas.

- Exterior-grade perforated vinyl with UV-resistant overlamine designed for long-term architectural glazing applications.
- Graphics aligned within existing glazing and mullion systems to complement the underlying architectural rhythm and building form.
- Graphics removable utilizing manufacturer-recommended methods with minimal impact to existing glazing systems

- Final installation approach to be coordinated with glazing system conditions and University Facilities requirements.
- No alteration to structural or envelope components
- Graphic coverage is limited to selected glazing bays and does not exceed typical façade modules

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**DESIGN INTENT**

Enhancing visibility and identity. Graphic application aligns with existing architectural rhythm and mullion structure.



EAST ELEVATION RENDERING

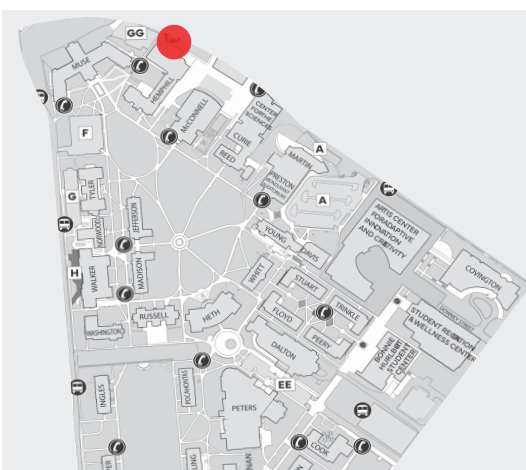
3.3



NORTH ELEVATION RENDERING

3.1, 3.2

55'w x20' H



LOCATION



EXISTING PHOTOS



**WLConcepts**

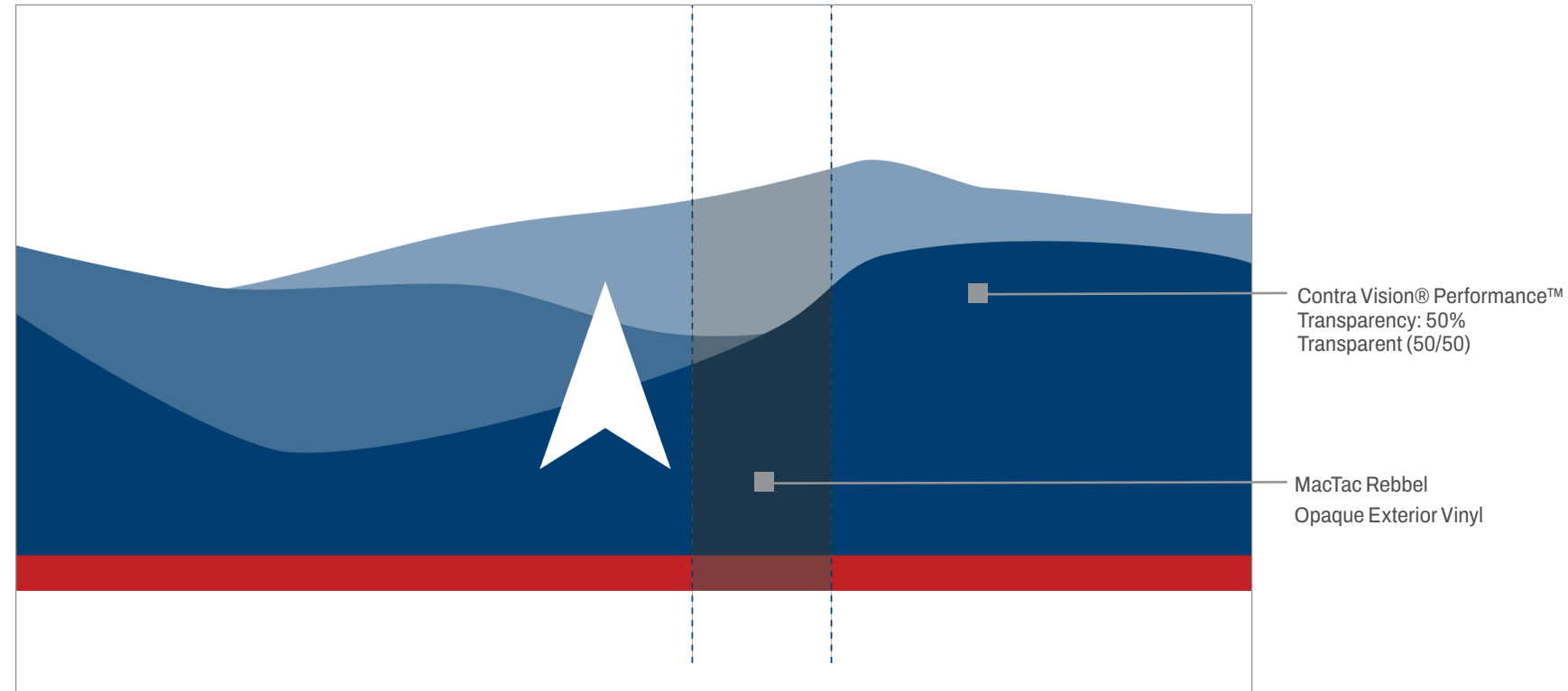
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



SAMPLE IMAGE



MATERIAL IMAGE



### SOFFIT MATERIALS

- Digitally printed exterior vinyl graphics applied to designated painted and finished metal surfaces including architectural metal panels, aluminum cladding, equipment screens, and related exterior elements.
- Arlon SLX+ Cast Wrap Film with Arlon Series 3270 Cast Overlamine or approved equal.
- Premium conformable architectural vinyl system designed for smooth and moderately contoured metal surfaces.
- Satin or matte finish with UV and abrasion protection
- Graphics fabricated and installed to align cleanly with existing architectural joints, reveals, and panel conditions.
- Vinyl graphics removable utilizing manufacturer-recommended methods with minimal impact to underlying factory-finished metal surfaces
- Anticipated service life 3–7 years depending on environmental exposure and orientation.

**JOB:** 3.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
VINYL GRAPHICS  
AND CAST FILM

**DESIGN INTENT**  
Enhancing visibility and identity. Graphic application aligns with existing architectural rhythm and mullion structure.

### VINYL GRAPHICS

- Digitally printed perforated window graphics applied to existing glazing systems to enhance campus identity and visibility while maintaining partial outward visibility from interior occupied spaces.
- Contra Vision Performance translucent perforated window film system 70/30 perforated film utilized at solid red graphic areas; 50/50 perforated film utilized at primary graphic imagery areas.

- Exterior-grade perforated vinyl with UV-resistant overlamine designed for long-term architectural glazing applications.
- Graphics aligned within existing glazing and mullion systems to complement the underlying architectural rhythm and building form.

- Graphics removable utilizing manufacturer-recommended methods with minimal impact to existing glazing systems
- Final installation approach to be coordinated with glazing system conditions and University Facilities requirements.

### Colors/ Finishes

- PMS #186 ■ PMS #541
- PMS #4101 ■ PMS #655
- PMS #7427
- CMYK



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**PROJECT NAME:**  
CAMPUS LANDMARK  
SHIELD

**JOB:** 4.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
MONUMENT SIGN

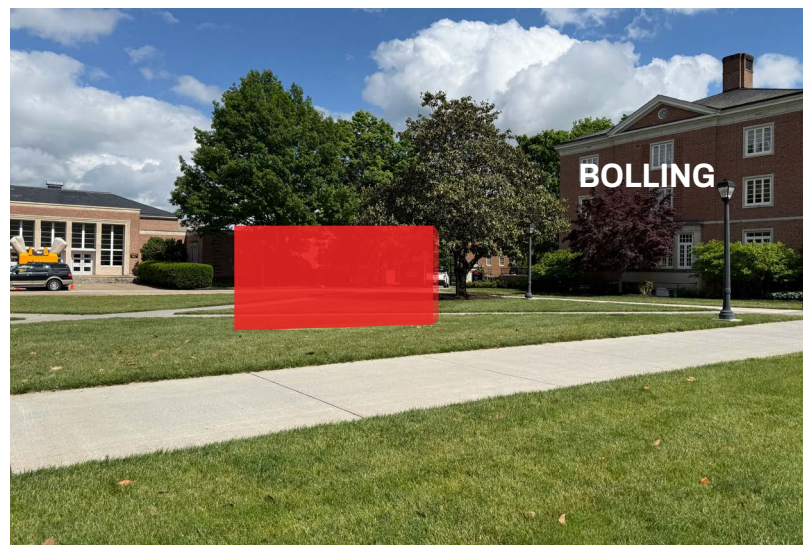
### DESIGN INTENT

The sign is intended to serve as a permanent campus identity and placemaking element integrated within the campus landscape environment.



LOCATION

FRONT RENDERING (IN GENERIC CAMPUS SETTING) 4.0



EXISTING PHOTOS



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**PROJECT NAME:**  
CAMPUS LANDMARK  
SHIELD

**JOB:** 4.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
MONUMENT SIGN

**APPLICATION DESCRIPTION**

Freestanding exterior monument sign fabricated as a custom architectural cabinet structure utilizing Digital High Pressure Laminate (DHPL/CHPL) exterior panels, concealed internal structural steel framing, dimensional branding elements, and engineered concrete foundations.

FRONT ELEVATION



**MONUMENT SIGN**

- Freestanding exterior monument sign fabricated as a custom architectural cabinet structure with Digital High-Pressure Laminate (DHPL/CHPL) exterior panel system.
- Exterior-grade DHPL panels with integrated digitally fused graphics and matte architectural finish
- Concealed internal galvanized structural steel support frame with reinforced attachment system.
- Routed shield opening feature with integrated dimensional university branding elements.
- Dimensional lettering and logos fabricated from exterior-grade materials with concealed mechanical attachment.
- Mounted above finished concrete or masonry base/plinth with engineered cast-in-place concrete foundations.
- Fabricated with minimized visible fasteners and coordinated to maintain a clean architectural appearance.
- Final structural framing, attachment systems, and concrete foundations to be coordinated with licensed structural engineer prior to fabrication and installation.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

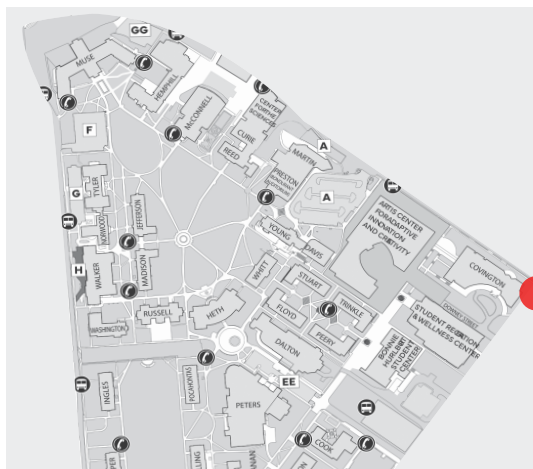
**DESIGN INTENT**

The proposed panels are designed as a highly visible gateway feature at the corner of Jefferson Street and Main Street along the Route 11 approach corridor. The installation is intended to serve as an iconic campus identifier while reinforcing arrival, visibility, and institutional identity at a prominent campus edge condition.



SOUTH ELEVATION RENDERING

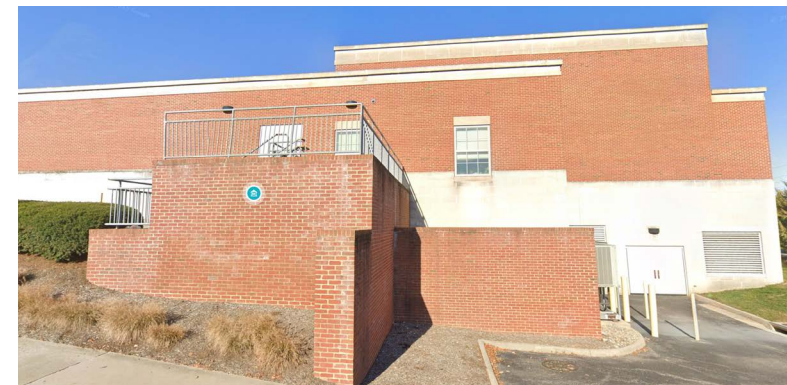
5.0



LOCATION

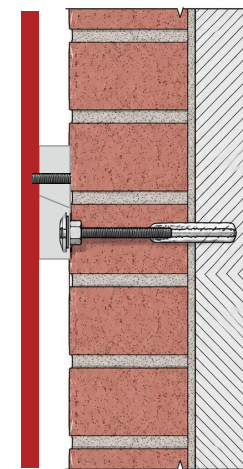
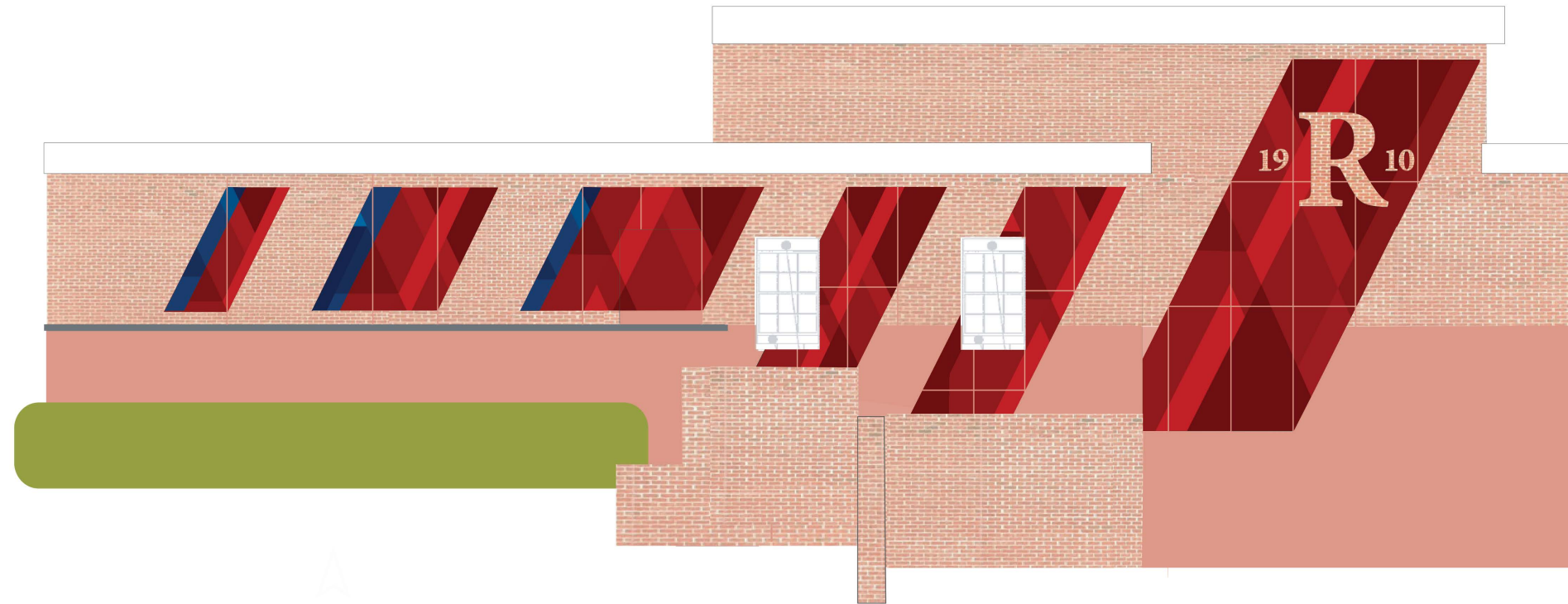


EXISTING PHOTOS



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



**JOB:** 5.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
GRAPHIC ACM PANELS

**DESIGN INTENT**

The proposed panels are designed as a highly visible gateway feature at the corner of Jefferson Street and Main Street along the Route 11 approach corridor. The installation is intended to serve as an iconic campus identifier while reinforcing arrival, visibility, and institutional identity at a prominent campus edge condition.

**GRAPHIC ACM PANELS**

- Custom-painted exterior Aluminum Composite Material (ACM) panel assemblies.
- 4 mm architectural-grade ACM panels with smooth exterior finish designed for long-term exterior exposure.
- Custom painted satin or matte finish matching approved Radford University brand standards.
- Panels mounted utilizing concealed aluminum attachment system with minimal stand-off from existing masonry surfaces.
- Fabricated with clean finished edges and minimized visible fasteners to maintain a refined architectural appearance.
- Attachment systems coordinated to minimize penetrations into existing masonry and maintain reversibility where practical.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



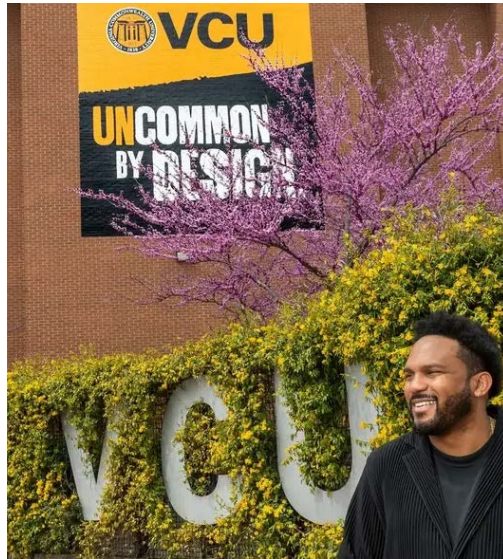
**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**PROJECT NAME:**  
STUDENT RECREATION  
AND WELLNESS

**JOB:** 6.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
VINYL GRAPHICS

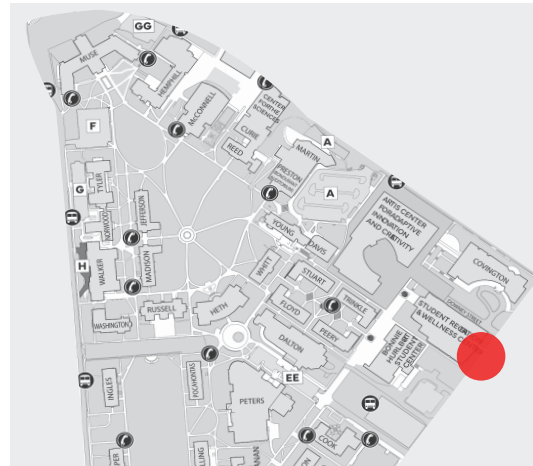
**DESIGN INTENT**  
The proposed graphic installation is intended to reinforce the campus presence while reinforcing the building entrance as an active student destination. Graphic imagery highlights student life, athletics, and university activities to create an energetic and welcoming campus presence.



EXAMPLE



SOUTH ELEVATION RENDERING



EXISTING PHOTOS



ARTWORK

280"H x 41"W

## VINYL GRAPHICS

- Digitally printed exterior wall graphics applied to exposed concrete and masonry surfaces utilizing premium conformable architectural vinyl film designed for textured substrates.
- Arlon DPF V9500 Premium Non-PVC Polyurethane Wall Wrap Film with Arlon Series V3370 Satin Overlaminate.
- Satin finish with UV and abrasion protection

- Designed for exterior applications on concrete, masonry, brick, and similar texture surfaces.
- Graphics intended as a removable application with no structural modification to existing buildings.
- Anticipated service life 3–7 years depending on environmental exposure and orientation.

## Colors/ Finishes

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

# Radford University AARB REVIEW

ENVIRONMENTAL GRAPHICS PLAN

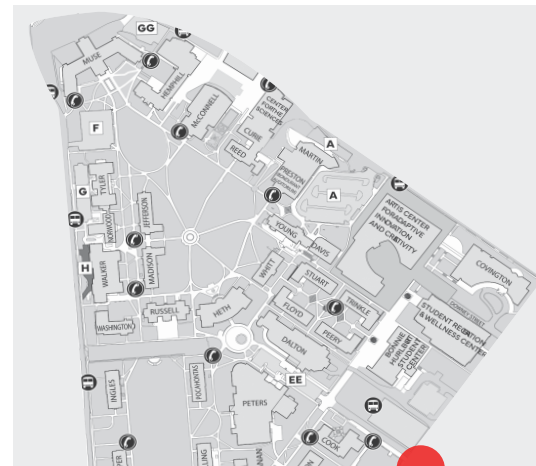
**PROJECT NAME:**  
CAMPUS ENTRY  
JEFFERSON STREET

**JOB:** 7.0  
**DRAWING:** AWJ  
**SIGN TYPE:**  
FREESTANDING PANEL  
SIGNS

**DESIGN INTENT**  
The proposed sign system is intended to create a welcoming campus entrance and support campus wayfinding at the primary Jefferson Street arrival corridor. The installation is designed to function as a durable architectural environmental graphics and campus identity element integrated with the surrounding landscape and overall arrival experience.



SOUTH ELEVATION RENDERING



LOCATION



EXISTING PHOTOS

View looking west on Jefferson



View looking North into Campus from Jefferson

## FREESTANDING SIGNS

- Freestanding exterior branding system consisting of vertically oriented Compact High-Pressure Laminate (CHPL) panels mounted between custom structural steel posts.
- Typical panel sizes include 36" x 106" and 36" x 140."
- Exterior-grade CHPL panels with integrated high-resolution graphics and matte or satin architectural finish.
- Panels designed for long-term exterior exposure with UV-resistant, moisture-resistant, and graffiti-resistant surface characteristics.
- Custom galvanized and powder-coated structural steel post system with concealed mechanical panel attachment.
- Engineered cast-in-place concrete pier footings designed to support wind loading and site conditions.
- Fabricated with concealed or minimized visible fasteners and coordinated to maintain clean architectural alignment throughout the installation.

## Colors/ Finishes

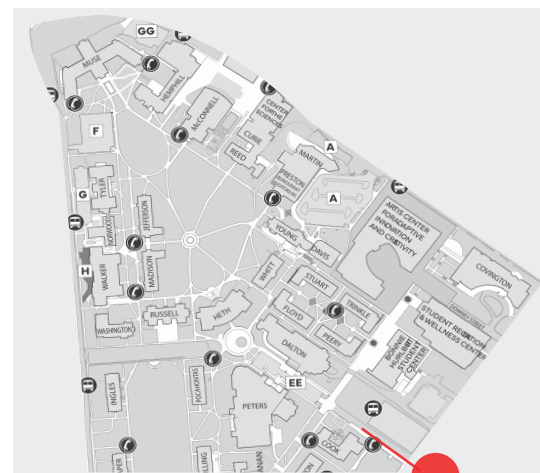
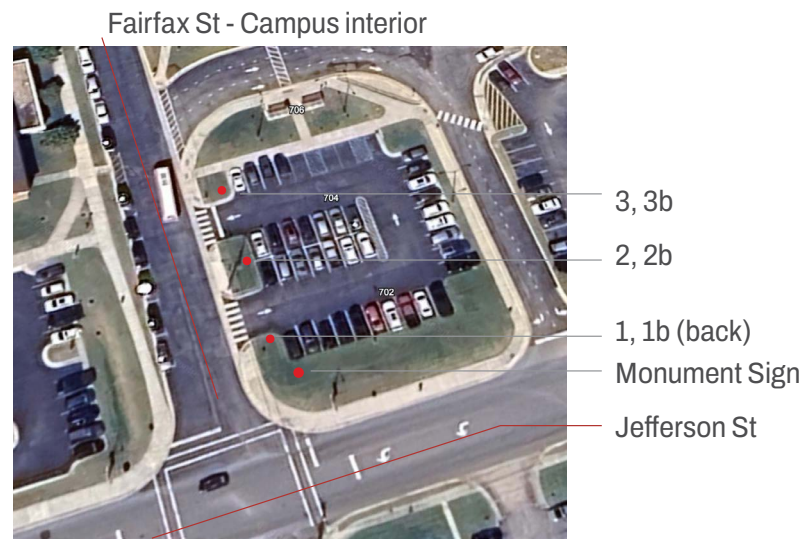
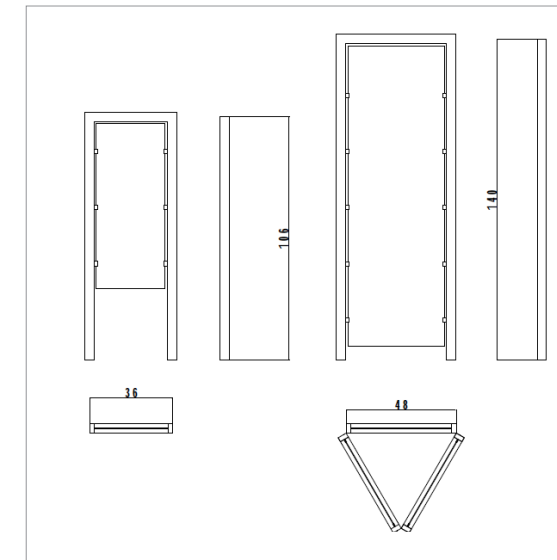
- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**DESIGN INTENT**  
The proposed sign system is intended to create a welcoming campus entrance and support campus wayfinding at the primary Jefferson Street arrival corridor. The installation is designed to function as a durable architectural environmental graphics and campus identity element integrated with the surrounding landscape and overall arrival experience.



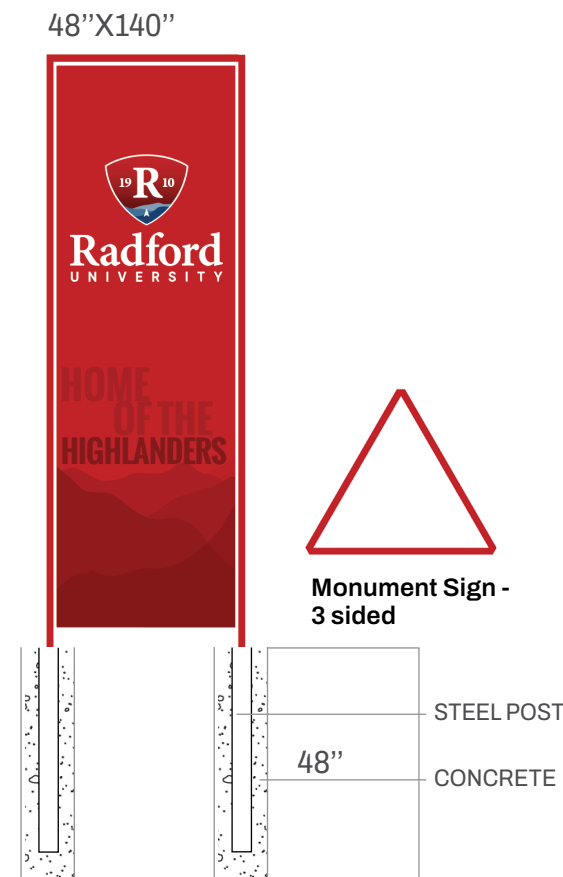
LOCATION

**FREESTANDING SIGNS**

- Freestanding exterior branding system consisting of vertically oriented Compact High-Pressure Laminate (CHPL) panels mounted between custom structural steel posts.
- Typical panel sizes include 36" x 106" and 48" x 140."
- Exterior-grade CHPL panels with integrated high-resolution graphics and matte or satin architectural finish.



ARTWORK



STEEL POST  
48"  
CONCRETE

Monument Sign - 3 sided

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655

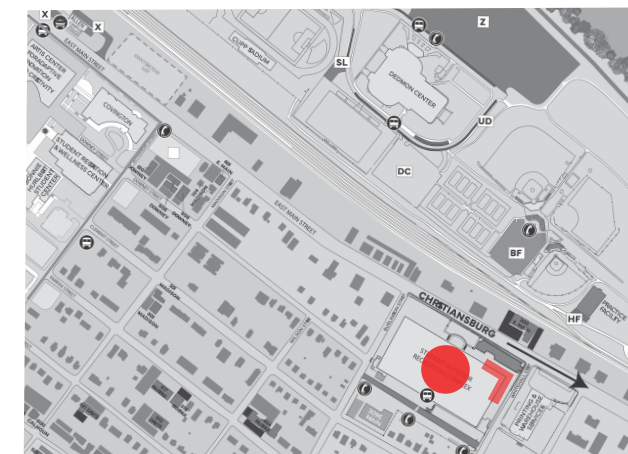


**WL Concepts**

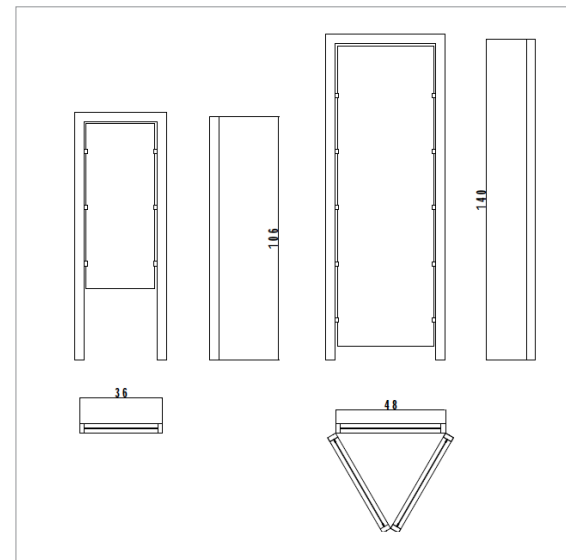
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



EAST ELEVATION RENDERING



LOCATION



8.4.1



8.5.1



8.5.2



8.5.3



8.5.4



8.5.5



8.5.6

**JOB:** 8.0.1

**DRAWING:** AWJ

**SIGN TYPE:**  
FREESTANDING PANEL  
SIGNS

**DESIGN INTENT**

The proposed sign system is intended to create a highly visible campus approach along the Route 11 corridor while reinforcing campus identity and arrival.

The installation serves not only as a gateway marker for Radford University, but also as a celebration of the university's intramural and recreational sports programs.

**FREESTANDING SIGNS**

- Freestanding exterior branding system consisting of vertically oriented Compact High-Pressure Laminate (CHPL) panels mounted between custom structural steel posts.
- Typical panel sizes include 36" x 106" and 48" x 140."
- Exterior-grade CHPL panels with integrated high-resolution graphics and matte or satin architectural finish.

- Panels designed for long-term exterior exposure with UV-resistant, moisture-resistant, and graffiti-resistant surface characteristics.
- Custom galvanized and powder-coated structural steel post system with concealed mechanical panel attachment.

- Engineered cast-in-place concrete pier footings designed to support wind loading and site conditions.
- Fabricated with concealed or minimized visible fasteners and coordinated to maintain clean architectural alignment throughout the installation.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



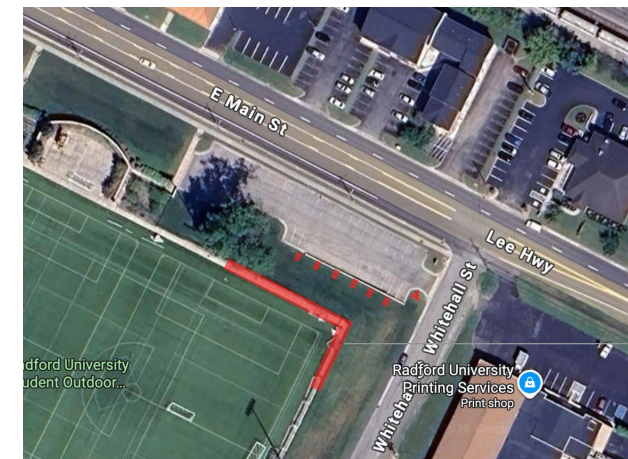
**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



EAST ELEVATION RENDERING  
8.0.3

86''H x 104' W



SOUTH FACING BANNER

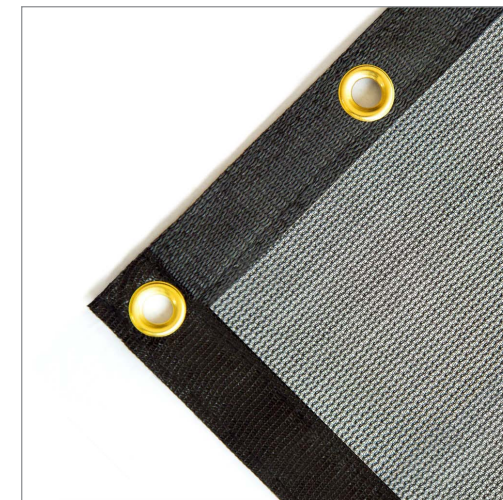
86''H x 48' W



LOCATION



EXAMPLE



**JOB:** 8.0.3

**DRAWING:** AWJ

**SIGN TYPE:**  
FENCE BANNERS

**DESIGN INTENT**

The proposed sign system is intended to create a highly visible campus approach along the Route 11 corridor while reinforcing campus identity and arrival.

The installation serves not only as a gateway marker for Radford University, but also as a celebration of the university's intramural and recreational sports programs.

**FENCE BANNERS**

- Digitally printed exterior mesh banner material designed for long-term outdoor exposure and designed for wind permeability.
- Reinforced banner construction with perimeter hems and concealed tension attachment system
- Banner graphics integrated with existing fence alignment and surrounding

- landscape conditions to create a cohesive campus identity feature.
- Mounting system designed to minimize visual clutter and maintain clean continuous banner appearance across fence runs.
- Final banner dimensions, attachment locations, and structural support requirements to be coordinated with field conditions and existing fence system prior to fabrication and installation.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK

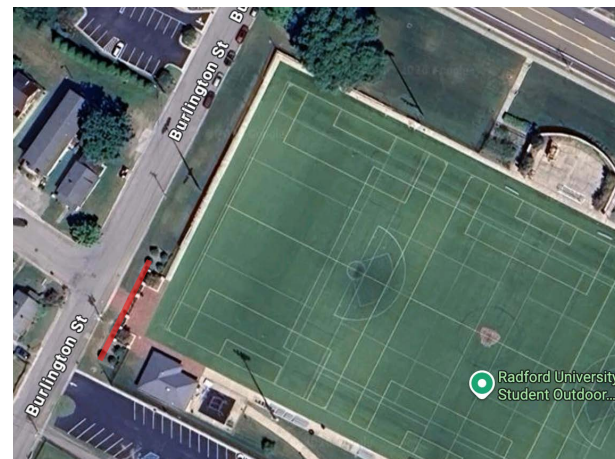


**WLConcepts**

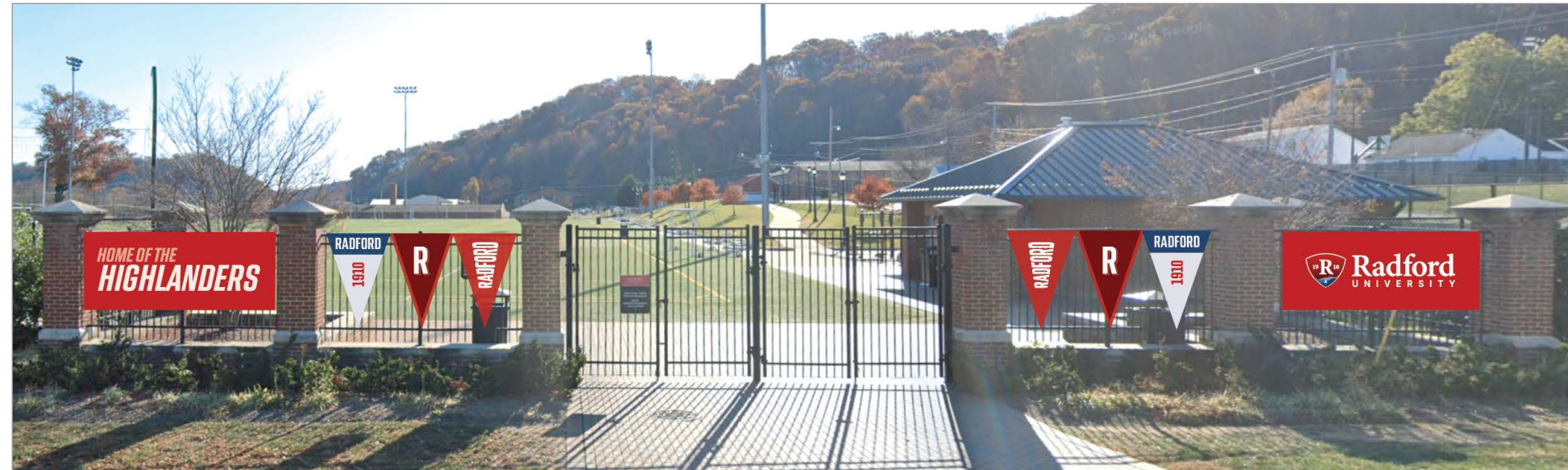
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



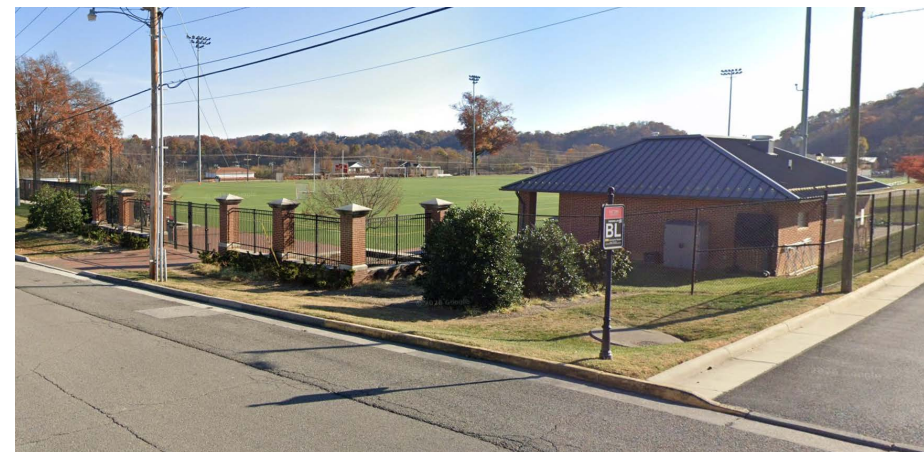
EXAMPLE



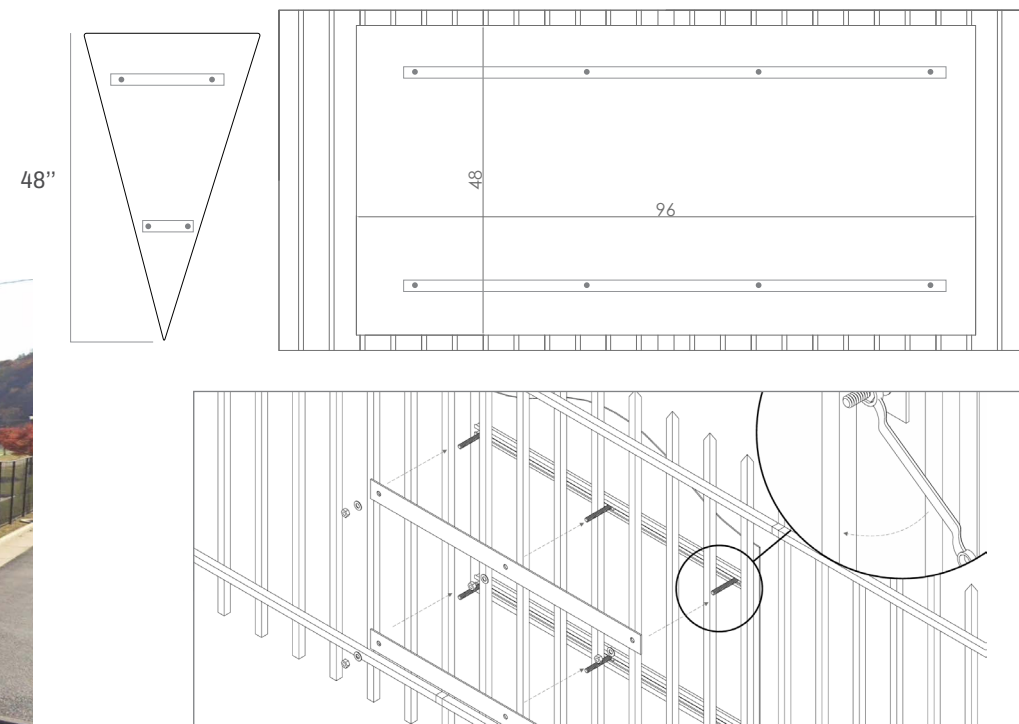
LOCATION



NORTH ELEVATION RENDERING



CURRENT PHOTO



MOUNTING DETAIL

**JOB:** 8.0.2  
**DRAWING:** AWJ

**SIGN TYPE:**  
GRAPHIC FENCE PANELS

**DESIGN INTENT**

The proposed graphic installation is intended to create a highly visible and welcoming entrance to the university sports field complex while reinforcing campus identity and arrival at a prominent athletic gateway location.

**GRAPHIC FENCE PANELS**

- Custom-painted exterior Aluminum Composite Material (ACM) panel assemblies.
- 4 mm architectural-grade ACM panels with smooth exterior finish designed for long-term exterior exposure.
- Custom painted satin or matte finish matching approved Radford University brand standards.
- Panels mounted with blocking and u channel to attach to existing upright posts.
- Fabricated with clean finished edges and minimized visible fasteners to maintain a refined architectural appearance.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



**WLConcepts**

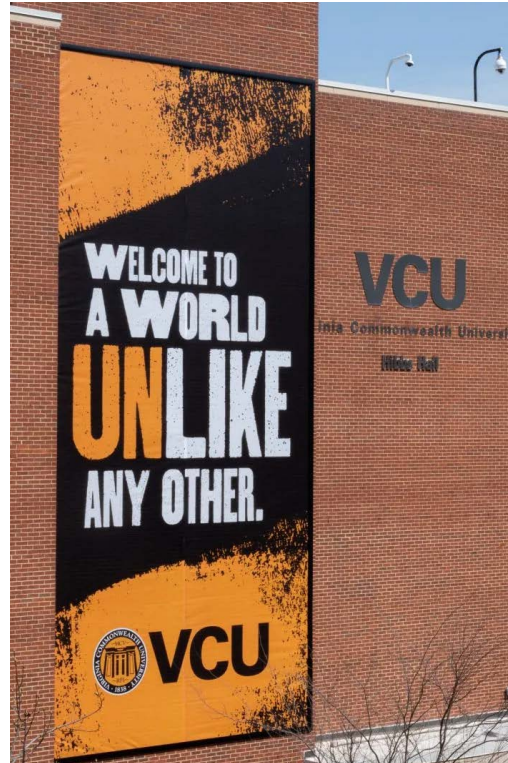
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

# Radford University

# AARB REVIEW

ENVIRONMENTAL GRAPHICS PLAN

**PROJECT NAME:**  
MCCONNELL HALL



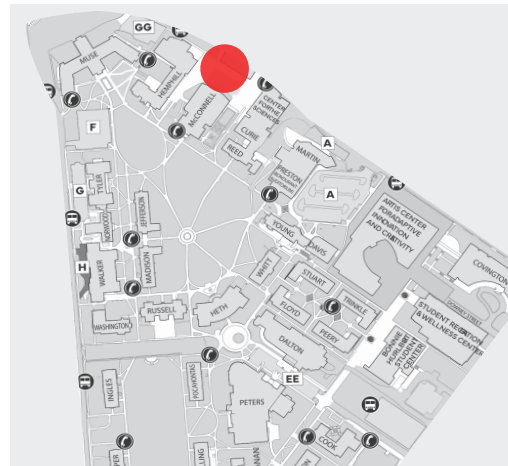
EXAMPLE



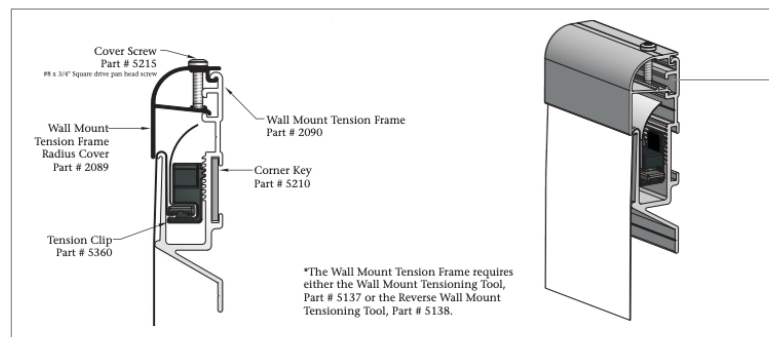
CURRENT PHOTO



EAST ELEVATION RENDERING



LOCATION



FRAME MOUNT DETAIL



20' x 10'



20' x 20'



20' x 20'



20' x 20'

**JOB:** 9.0

**DRAWING:** AWJ

**SIGN TYPE:**  
BANNER AND FRAMING SYSTEM

**DESIGN INTENT**

Located along the Main Street corridor, the proposed graphic installation is intended to create a highly visible campus identity feature that reinforces arrival, visibility, and campus presence. The scale and placement of the graphic panels are coordinated with the building façade composition to complement the existing architectural rhythm and massing while preserving the readability of the original masonry façade.

**BANNER AND FRAMING SYSTEM**

- Digitally printed exterior mesh banner system fabricated from exterior-grade 8 oz PVC mesh banner material.
- Banner mounted within aluminum Sign Comp tension frame system designed for curved wall applications.
- Sign Comp 2090 Wall Mount Tension Frame with 2089 Radius Cover, silver mill finish.
- Reinforced perimeter banner construction with concealed tension attachment system
- Designed for long-term exterior installation and coordinated with curved wall geometry.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WLConcepts**

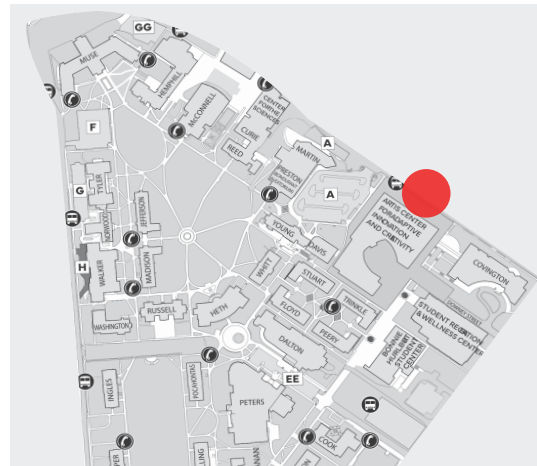
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**DESIGN INTENT**  
Located along the Main Street corridor, the proposed vinyl graphic installation is intended to reinforce the identity and visibility while celebrating the creative nature of the building and its programs. The scale and placement of the graphics are coordinated with the existing façade composition to complement the architectural rhythm and character of the building.



EXAMPLE

EAST ELEVATION RENDERING



LOCATION

CURRENT PHOTO



46"W x 111"H

182"W x 378" H

**TRANSLUCENT WINDOW FILM PANELS**

- Digitally printed perforated window graphics applied to existing glazing systems to enhance campus identity and visibility while maintaining partial outward visibility from interior occupied spaces.
- Contra Vision Performance translucent perforated window film 70/30 perforated film.
- Exterior-grade perforated vinyl with UV-resistant overlamine designed for long-term architectural glazing applications.

- Graphics aligned within existing glazing and mullion systems to complement the underlying architectural rhythm and building form.
- Graphics removable utilizing manufacturer-recommended methods with minimal impact to existing glazing systems
- Final installation approach to be coordinated with glazing system conditions and University Facilities requirements.



**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

# Radford University

ENVIRONMENTAL GRAPHICS PLAN

# AARB REVIEW

**PROJECT NAME:**

RUSSELL HALL - ENTRANCE

**JOB:** 11.0

**DRAWING:** AWJ

**SIGN TYPE:**

FREESTANDING PANEL SIGN

**DESIGN INTENT**

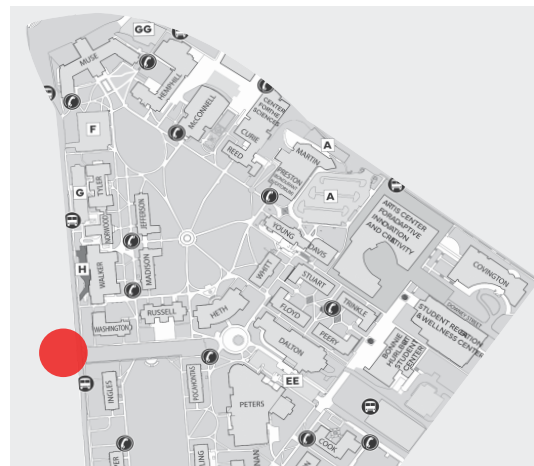
Located at the primary campus entrance along Tyler Avenue, the proposed sign element is intended to strengthen the arrival experience while serving as a prominent gateway feature integrated within the campus landscape and circulation corridor.



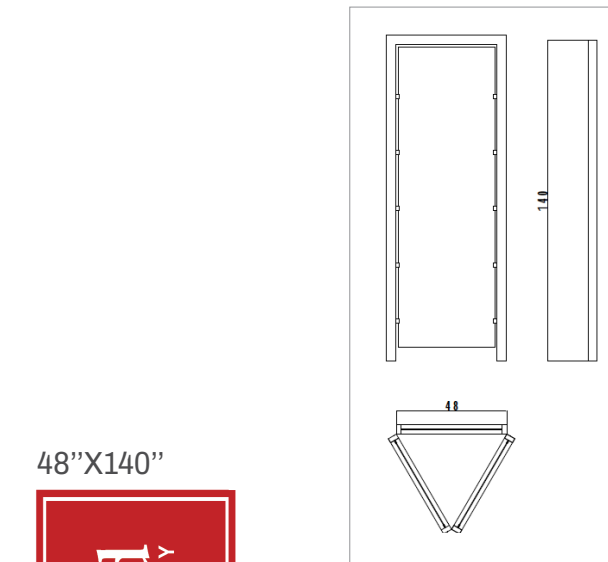
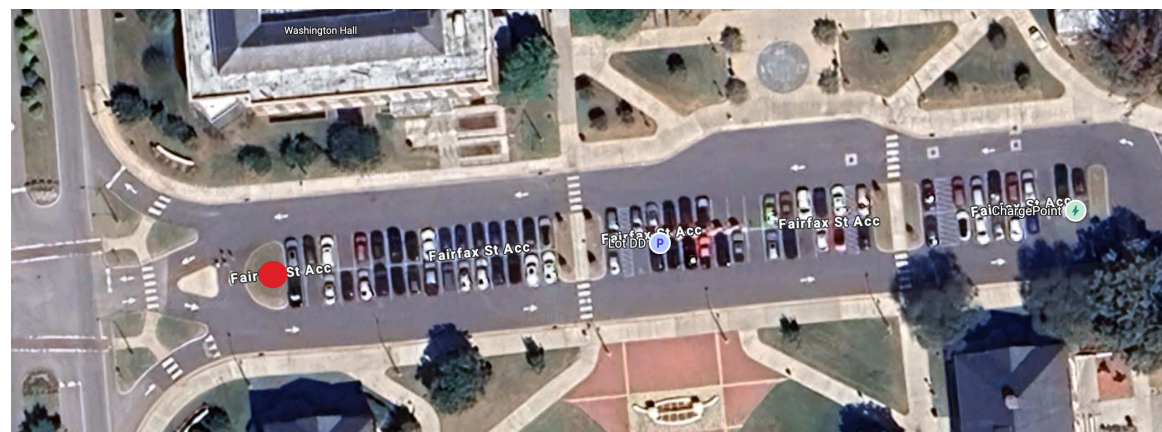
EXAMPLE



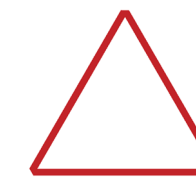
WEST ELEVATION RENDERING



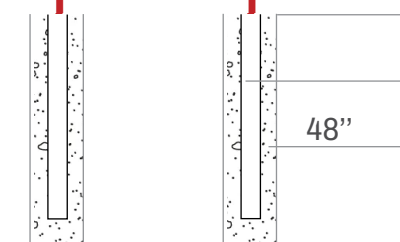
LOCATION



48"X140"



Monument Sign - 3 sided



STEEL POST

48"

CONCREET

## FREESTANDING PANEL

- Freestanding exterior branding system consisting of vertically oriented Compact High-Pressure Laminate (CHPL) panels mounted between custom structural steel posts.
- Typical panel size: 48 x 140."
- Exterior-grade CHPL panels with integrated high-resolution graphics and matte or satin architectural finish.

- Panels designed for long-term exterior exposure with UV-resistant, moisture-resistant, and graffiti-resistant surface characteristics.
- Custom galvanized and powder-coated structural steel post system with concealed mechanical panel attachment.
- Engineered cast-in-place concrete pier footings designed to support wind loading and site conditions.

- Fabricated with concealed or minimized visible fasteners and coordinated to maintain clean architectural alignment throughout the installation.

## Colors/ Finishes

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



**WLConcepts**

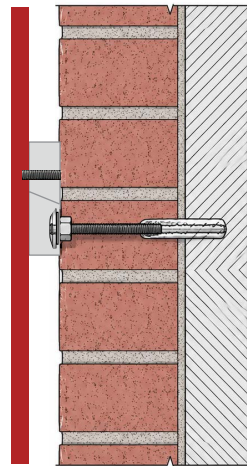
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**DESIGN INTENT**

The proposed graphic installation is intended to create a strong and clearly defined entrance identity for the Admissions building while reinforcing campus arrival and visitor orientation. The scale and placement of the graphic elements are coordinated with the existing architectural composition to complement the character and symmetry of the building façade.



EXAMPLES



ACM ATTACHMENT



**PERFORATED VINYL**

- Digitally printed perforated window graphics applied to existing glazing systems to enhance campus identity and visibility while maintaining partial outward visibility from interior occupied spaces.
- 70/30 perforated film utilized at solid red graphic areas; 50/50 perforated film utilized at primary graphic imagery areas.
- Exterior-grade perforated vinyl with UV-resistant overlaminate designed for long-term architectural glazing applications.
- Utilizing manufacturer-recommended methods with minimal impact to existing glazing systems



LOCATION



CURRENT PHOTO



**ACM PANEL**

- 72"x72" Custom-painted exterior Aluminum Composite Material (ACM) panel assemblies with raised dimensional lettering and perimeter frame
- 4 mm architectural-grade ACM panels with smooth exterior finish designed for long-term exterior exposure.
- Custom painted satin or matte finish matching approved Radford University brand standards.
- Raised dimensional lettering mechanically fastened with concealed attachment system.
- Panels mounted utilizing concealed aluminum attachment system with minimal stand-off from existing masonry surfaces.
- Fabricated with clean finished edges and minimized visible fasteners to maintain a refined architectural appearance.

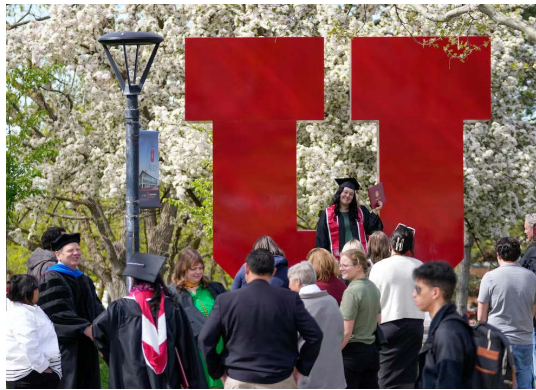
**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- PMS #541
- PMS #655
- CMYK



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com



EXAMPLE



LOCATION



CURRENT PHOTO



**MONUMENT SIGN**

- Freestanding campus landmark sign consisting of large-scale dimensional letterforms mounted above integrated brick and architectural base structure.
- Custom fabricated dimensional "RADFORD" letterforms constructed from exterior-grade Aluminum Composite Material (ACM) panel assemblies with internal structural reinforcement.
- Letters finished in custom painted matte or satin exterior coating matching

- approved Radford University brand standards.
- Concealed internal steel support structure with engineered attachment system integrated within base assembly.
- Brick veneer base coordinated with existing campus architectural materials and landscape character.
- Integrated dimensional "UNIVERSITY" lettering pin

- mounted within recessed architectural base feature.
- Engineered cast-in-place concrete foundations designed to support structural loading and site conditions.
- Fabricated with concealed or minimized visible fasteners and coordinated to maintain a clean architectural appearance.

- Final structural framing, attachment systems, and concrete foundations to be coordinated with licensed structural engineer prior to fabrication and installation.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK



**WL Concepts**

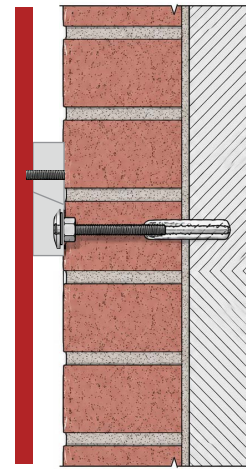
info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

**DESIGN INTENT**

The proposed panel installation is intended to enhance the identity and visibility of the pedestrian underpass corridor while reinforcing campus character through a restrained architectural graphic application integrated with the existing building façade.



EXAMPLE



ACM ATTACHMENT



LOCATION



CURRENT PHOTO



**ACM PANELS**

- Custom-painted exterior Aluminum Composite Material (ACM) panel assemblies with raised dimensional lettering and perimeter frame
- 4 mm architectural-grade ACM panels with smooth exterior finish designed for long-term exterior exposure.
- Custom painted satin or matte finish matching approved Radford University brand standards.

- Raised dimensional lettering mechanically fastened with concealed attachment system.
- Panels mounted utilizing concealed aluminum attachment system with minimal stand-off from existing masonry surfaces.
- Fabricated with clean finished edges and minimized visible fasteners to maintain a refined architectural appearance.
- Attachment systems coordinated to minimize penetrations into existing masonry and maintain reversibility where practical.

**Colors/ Finishes**

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

# Radford University

## AARB REVIEW

ENVIRONMENTAL GRAPHICS PLAN

**PROJECT NAME:**  
YOUNG HALL / DAVIS HALL  
UNDERPASS

**JOB:** 13.0.2

**DRAWING:** AWJ

**SIGN TYPE:**  
PHOTO OP VINYL MURAL

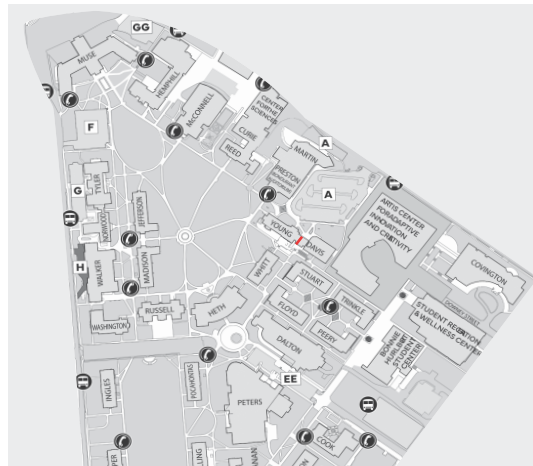
### LANDSCAPE BOLDER

- Flat rock for low-profile Rock material is incredibly realistic, durable, and yet lightweight
- Flange system with ground pins secure rock in place
- 9" H X 36" W X 18" D



277"W x 102.25"H x 16"D

### ROCK PLATFORM



### LOCATION



### CURRENT PHOTO



### VINYL GRAPHICS

- Digitally printed exterior wall graphics applied to exposed concrete and masonry surfaces utilizing premium conformable architectural vinyl film designed for textured substrates.
- Arlon DPF V9500 Premium Non-PVC Polyurethane Wall Wrap Film with Arlon Series V3370 Satin Overlaminat.
- Satin finish with UV and abrasion protection

- Designed for exterior applications on concrete, masonry, brick, and similar texture surfaces.
- Graphics intended as a removable application with no structural modification to existing buildings.
- Vinyl graphics removable utilizing manufacturer-recommended methods with minimal impact to underlying substrates
- Anticipated service life 3-7 years depending on environmental exposure and orientation.

### Colors/ Finishes

- PMS #186 ■ PMS #541
- PMS #4101 ■ PMS #655
- PMS #7427
- CMYK



**WL Concepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com

- Red line indicate sightline from campus walkways



LOCATION



EXAMPLE



96" x 34"



96" x 26"

### PERFORATED METAL SIGN - FACADE MOUNT

- Custom perforated metal signage panel mounted to existing exterior brick façade.
- Fabricated aluminum panel system with perforated graphic pattern and integrated dimensional lettering/logo elements
- Matte or satin powder-coated exterior finish coordinated with approved Radford University brand standards.
- Concealed mechanical attachment system mounted to existing masonry surfaces with minimized visual impact.
- Signage aligned with existing architectural proportions and building entry conditions to reinforce campus identity and visibility.
- Fabricated with clean finished edges and minimized visible fasteners to maintain a refined architectural appearance.



**PROJECT NAME:**  
E SPORTS SIGNAGE

**JOB:** 14.0  
**DRAWING:** AWJ

**SIGN TYPE:**  
PERFORATED METAL SIGN - FACADE MOUNT

### DESIGN INTENT

The proposed signage is intended to establish a visible identity for the new Esports Center while reinforcing student activity within the surrounding pedestrian corridor. The perforated metal panel system is designed to complement the campus architecture while expressing the forward looking nature of the esports program.

### PERFORATED METAL SIGN - FREESTANDING

- Freestanding perforated metal signage structure consisting of vertically oriented perforated metal panel system with integrated dimensional logo and lettering.
- Fabricated aluminum or steel panel assembly with perforated graphic pattern and matte or satin powder-coated exterior finish
- Concealed internal structural steel support system with integrated vertical post structure.
- Custom fabricated dimensional logo elements mechanically fastened with concealed attachment system.
- Engineered cast-in-place concrete foundations designed to support structural loading and site conditions.
- Fabricated with minimized visible fasteners and coordinated to maintain clean architectural alignment throughout the installation.
- Final structural framing, attachment systems, and concrete foundations to be coordinated with licensed structural engineer prior to fabrication and installation.

### Colors/ Finishes

- PMS #186
- PMS #4101
- PMS #7427
- CMYK
- PMS #541
- PMS #655



**WLConcepts**

info@WLConcepts.com  
516-565-5151  
www.WLConcepts.com