

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)

Date Submitted: February 13, 2026

Agency Name: Virginia Community College System

Project Name, Number, and Location:

New River Community College – Update Wayfinding Signage
New River Community College, Main Campus, Dublin, Virginia
Project Code: 260-B6260-007

Representatives for the Agency and the Architect/Engineer

Virginia Community College System
Clint Bailey, Senior Capital Outlay Program Manager
300 Arboretum Place, Suite 200
Richmond, VA 23236
(434) 738-8299
cbailey@vccs.edu

Spectrum Design, P.C.
Nathan L. Harper, Director of Design
10 Church Avenue, SE
Roanoke, Virginia 24011
(540) 588-7852
Nharper@spectrumpc.com

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

Replacement of exterior ground mounted signage for buildings, pedestrians, parking and wayfinding.

Architectural Aesthetic:

Replacement exterior signage developed in coordination with the NRCC’s internal Beautification Committee updates the materials, shape, size, color, lettering, content, and installation details for all ground mounted signage on campus to reflect modern and durable materials while unifying the Campus through branding.

Relationship to Approved Master Plan

The project complies with and fulfills Long Term Recommendations found within the New River Community College Master Site Plan 2016-2026 (Executive Summary, page 2) where it was “recommended that future site signage be developed under one theme to help unify the campus” (Site Development, page 12).

Existing Architectural Context

The surrounding community contains rural residential and commercial development with adjacent forested and agricultural land uses. The 117 acre campus is located at the intersection of Route 11 and Route 100 in Dublin, Virginia and was developed in 1958 before becoming part of the Virginia Community College System in 1966 as New River Community College. The latest building on Campus was constructed in 1995.

AARB History (for return presentations on the same project):

N/A. This is the first submission of this project.



SPECTRUM DESIGN
architects | engineers



New River Community College Signage Improvements

Art and Architecture Review Board
February 6, 2026

L24NR525

NEW RIVER
Community College

Table of Contents



Overview	Page 3
Existing Signage Survey	Page 4
Sign Types	Pages 5 - 8
Sign Mapping	Pages 9 - 12
Sign Quantities	Page 13
Graphic Standards	Pages 14 - 19
Specialty Signs	Pages 20 - 24
Appendix A: NRCC Branding Efforts	Pages 25 - 26

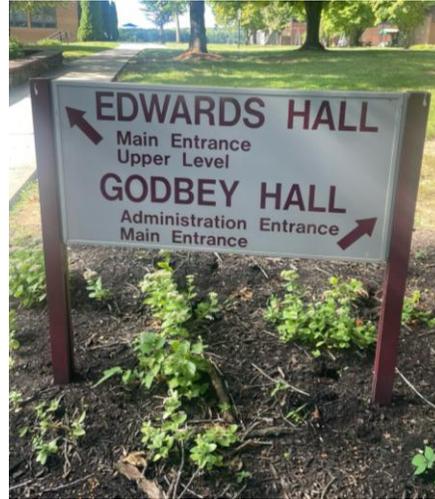
Overview



- **NRCC's exterior signage needs to be upgraded**
- **Goals:**
 - Enhance Wayfinding
 - Brand NRCC + Thematic
 - Easily Adaptable
 - Cost Effective System
 - Align with Campus Vocabulary
- **NRCC and input was captured by design team**
- **Design concepts were studied**
- **Exterior signage templates were developed and documented**
- **NRCC is now looking to implement new signs**

Existing Signage Survey

Sample of existing signage



Three Sign Categories



Vehicle



Pedestrian

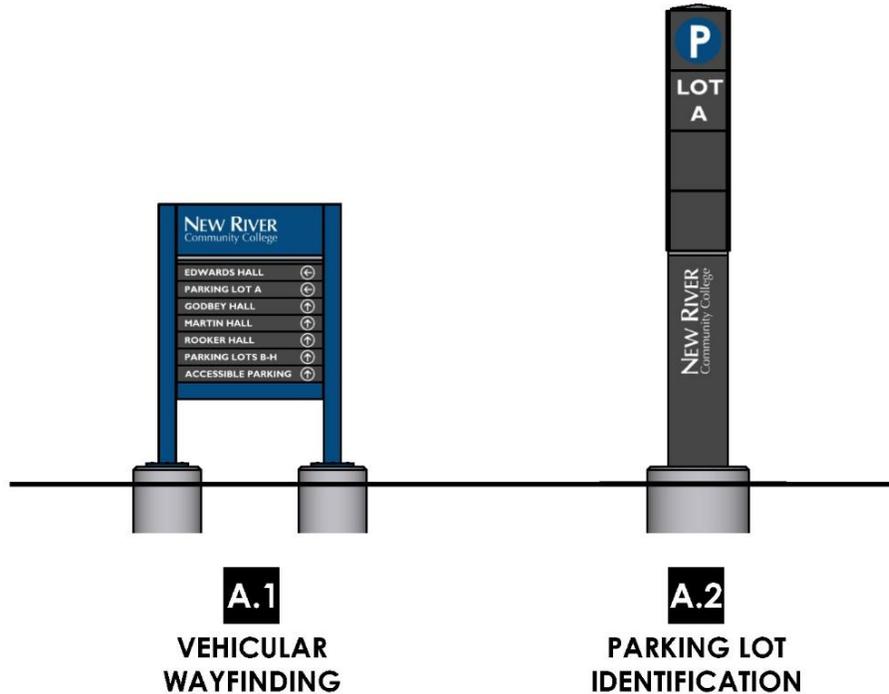


Building

Vehicle Signs



Vehicle



A.1 Vehicle Wayfinding Sign

Vehicle directory signs intended to direct visitors to campus buildings and/or lots. Signs are located near entrances along College Dr. or near entrances to major parking lots. Content is intended to meet the needs of first-time visitors to the campus, and students finding their way to class and events.

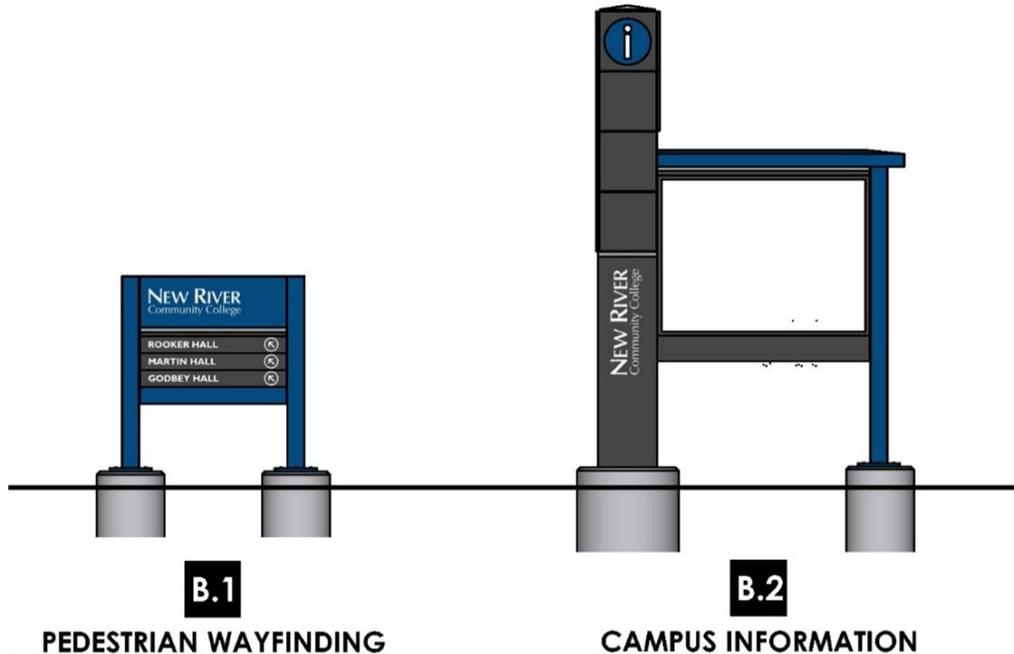
A.2 Parking Lot Identification

Signs to be located within NRCC parking lots to communicate lot numbers. They are designed to be seen from all four sides.

Pedestrian Signs



Pedestrian



B.1 Pedestrian Wayfinding Sign

Wayfinding signs to help direct pedestrians to their destinations

B.2 Campus Information

A kiosk with the NRCC campus map to assist wayfinding at major pedestrian intersections on campus.

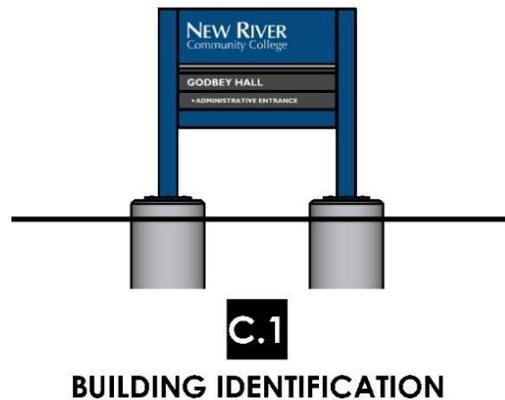
Building Signs



Building

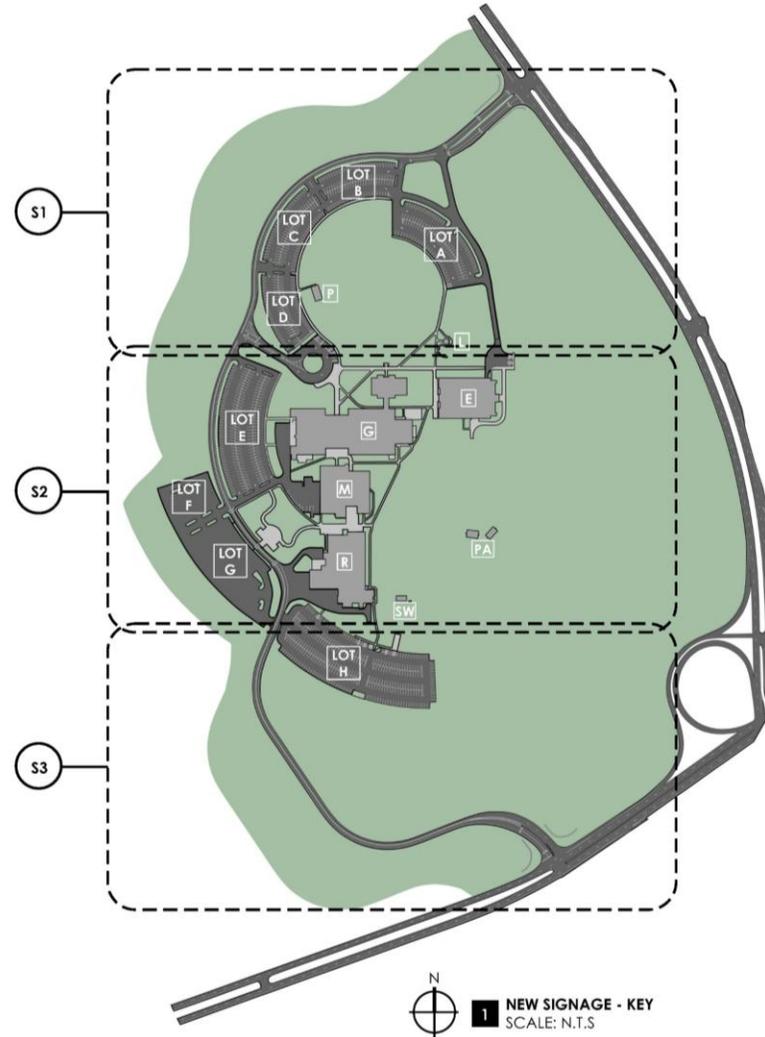
C.1 Building Identification Sign

Ground mounted signs are utilized to help pedestrians identify buildings.



Campus Sign Mapping

Overall campus map with enlarged callouts



LEGEND:

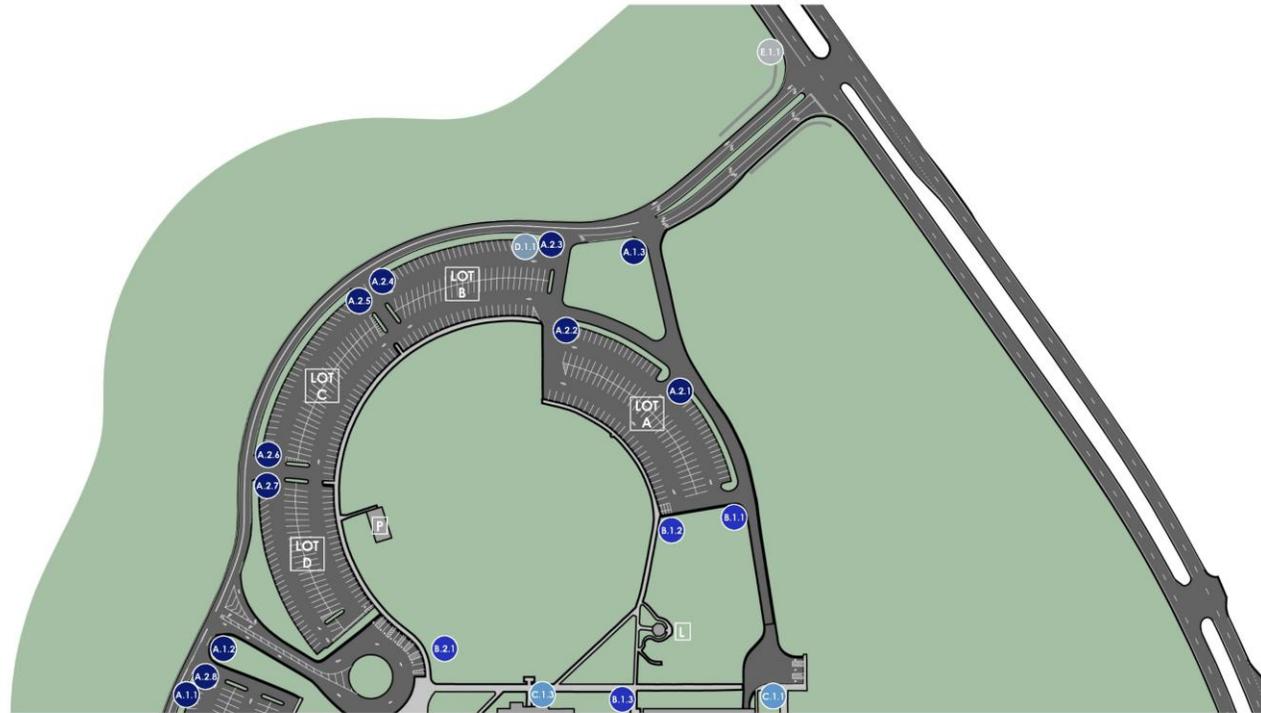
- P PICNIC SHELTER
- L LEARNING PARK
- E EDWARDS HALL
- G GODBEY HALL
- M MARTIN HALL
- R ROOKER HALL
- PA PHOTOVOLTAIC ARRAYS
- SW SOLAR AND WIND ENERGY TRAINING AREA

NOTE:

MARK SIGN LOCATION AND ORIENTATION ON SITE PRIOR TO INSTALLATION. ON SITE APPROVAL BY OWNER AND ARCHITECT IS REQUIRED PRIOR TO SIGN INSTALLATION.

Campus Sign Mapping

Northern enlarged plan with proposed sign locations

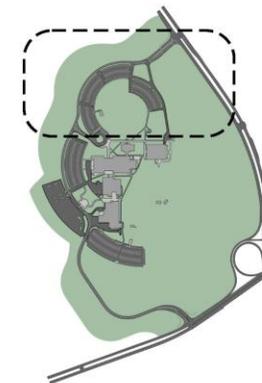


51 NEW SIGNAGE
SCALE: N.T.S

LEGEND:

- P PICNIC SHELTER
- L LEARNING PARK
- E EDWARDS HALL
- G GODBEY HALL
- M MARTIN HALL
- R ROOKER HALL
- PA PHOTOVOLTAIC ARRAYS
- SW SOLAR AND WIND ENERGY TRAINING AREA

- A.1.1 VEHICULAR WAYFINDING SIGN
- A.2.1 PARKING LOT IDENTIFICATION SIGN
- B.1.1 PEDESTRIAN WAYFINDING SIGN
- B.2.1 CAMPUS INFORMATION SIGN
- C.1.1 BUILDING IDENTIFICATION SIGN
- D.1.1 PULL-OFF DIRECTORY SIGN
- E.1.1 ENTRY LETTERING



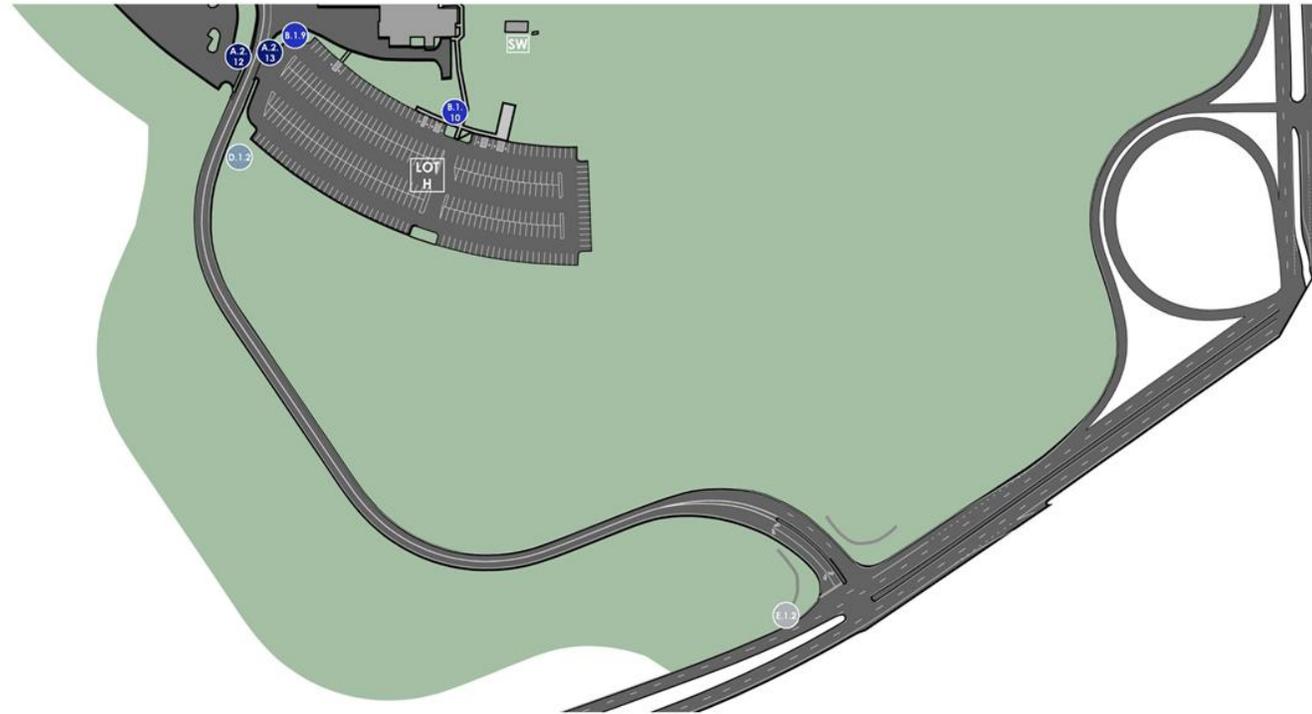
Campus Sign Mapping

Central enlarged plan with proposed sign locations



Campus Sign Mapping

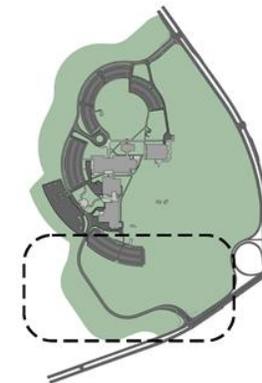
Southern enlarged plan with proposed sign locations



LEGEND:

- P PICNIC SHELTER
- L LEARNING PARK
- E EDWARDS HALL
- G GODBEY HALL
- M MARTIN HALL
- R ROOKER HALL
- PA PHOTOVOLTAIC ARRAYS
- SW SOLAR AND WIND ENERGY TRAINING AREA

- A.1.9 VEHICULAR WAYFINDING SIGN
- A.2.1 PARKING LOT IDENTIFICATION SIGN
- B.1.9 PEDESTRIAN WAYFINDING SIGN
- B.2.1 CAMPUS INFORMATION SIGN
- C.1.1 BUILDING IDENTIFICATION SIGN
- D.1.1 PULL-OFF DIRECTORY SIGN
- E.1.1 ENTRY LETTERING



Sign Quantities

Sign Type:	Quantity
Vehicle Wayfinding Signs:	
A.1 Vehicular Wayfinding	3
A.2 Parking Lot ID	13
Category Total:	16
Pedestrian Wayfinding Signs:	
B.1 Pedstrian Wayfinding	10
B.2 Campus Info	1
C.1 Building ID	10
Category Total:	21
Pull-Off Directory Sign:	
D.1 Pull-Off Directory	2
Category Total:	2
Entry Lettering:	
E.1 Entry Lettering	2
Category Total:	2
Total:	41

Graphic Standards

Developed to provide consistent between signs and with brand



NRCC PRIMARY BLUE

R: 0
G: 75
B: 135

Pantone 301C Blue



NRCC GRAY

R: 200
G: 201
B: 199

Pantone 3C Cool Gray



CHARCOAL GRAY

R: 41
G: 48
B: 51



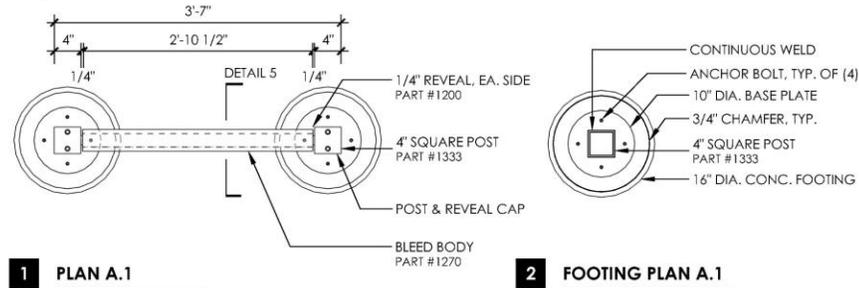
WHITE

R: 255
G: 255
B: 255

Note: Color selections for signage to be aligned with New River Community College's Branding Efforts which are included in Appendix A. The pantone / CMYK breakdowns are provided to ensure uniformity of color palette.

Standards Developed for Each Sign

Example of Vehicular Wayfinding Sign



Notes A.1

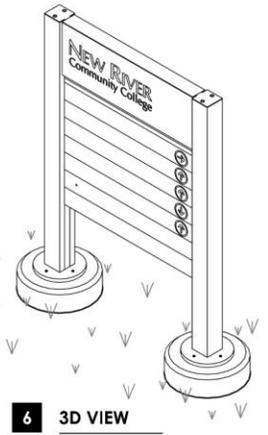
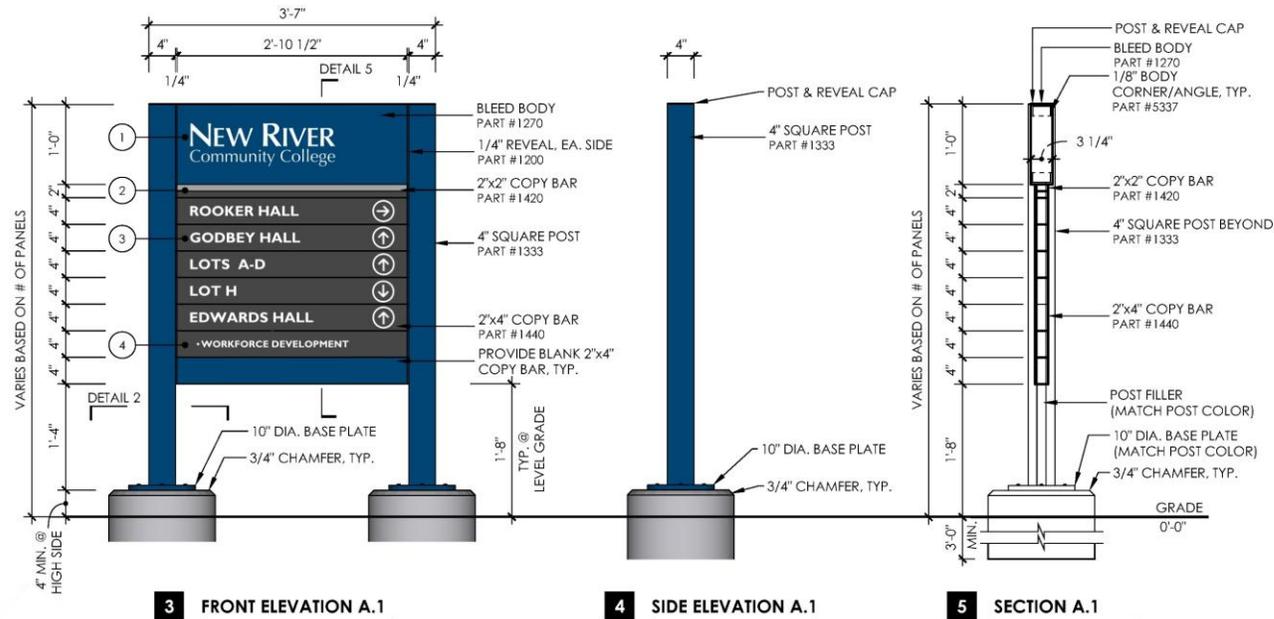
1	Standard NRCC logo, Typography: See Appendix B and detail 1 on page 13; Signage Lettering Details for additional lettering information, Color: White.
2	2"x2" copy bar, Color: NRCC Gray and 1" Charcoal Gray.
3	Signage Text, Text Height: 1 1/2", Typography: See detail 2 on page 13; Signage Lettering Details for additional lettering information, Color: White.
4	Signage Text, Text Height: 1 1/2", Typography: See detail 3 on page 13; Signage Lettering Details for additional lettering information, Color: White.

Color Palette

NRCC BLUE	NRCC GRAY
R: 0	R: 200
G: 75	G: 201
B: 13	B: 199
CHARCOAL GRAY WHITE	
R: 41	R: 255
G: 48	G: 255
B: 51	B: 255

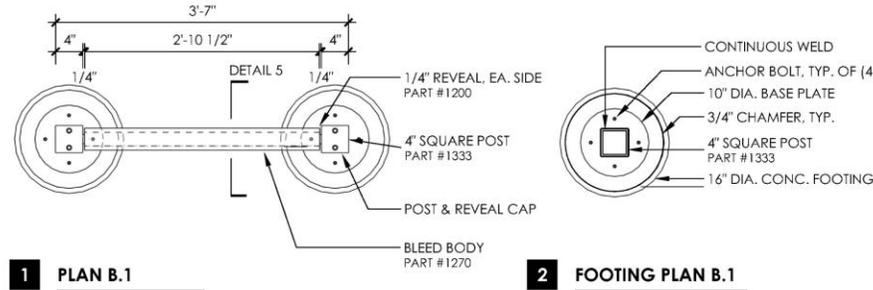
Note: Sign shown is intended to show all parts and text types and not for construction. Refer to individual sign text and placement sheets.

Note: All finishes to be powder coated over aluminum (non-ferrous) substrates unless noted otherwise.



Standards Developed for Each Sign

Example of Campus Information Sign

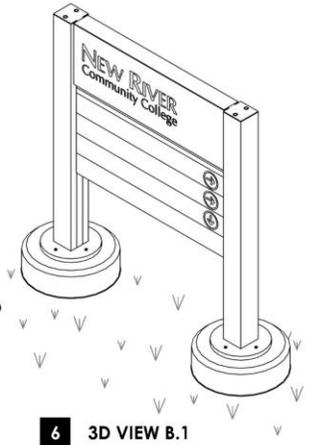
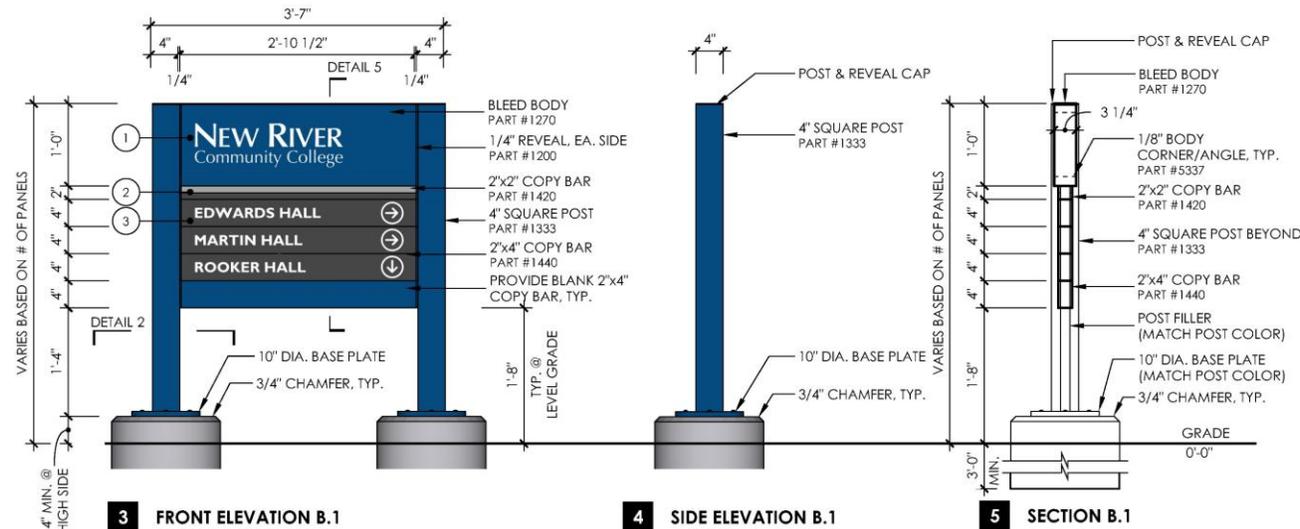


Notes B.1	
1	Standard NRCC logo, Typography: See Appendix B and detail 1 on page 13; Signage Lettering Details for additional information, Color: White.
2	2"x2" copy bar, Color: Two toned 1" NRCC Gray and 1" Charcoal Gray.
3	Signage Text, Text Height: 1 1/2", Typography: See detail 2 on page 13; Signage Lettering Details for additional information, Color: White.

Note: Sign shown is intended to show all parts and text types and not for construction. Refer to individual sign text and placement sheets.

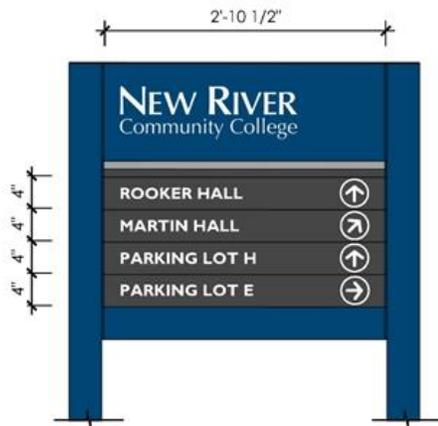
Color Palette			
NRCC BLUE	NRCC GRAY		
R: 0	R: 200		
G: 75	G: 201		
B: 13	B: 199		
CHARCOAL GRAY		WHITE	
R: 41	R: 255		
G: 48	G: 255		
B: 51	B: 255		

Note: All finishes to be powder coated over aluminum (non-ferrous) substrates unless noted otherwise.

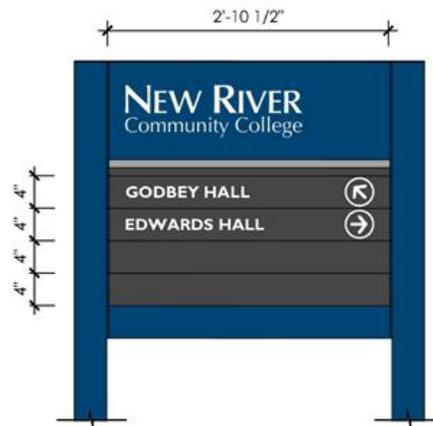


Mockups

Examples of site-specific mock-ups
(Double-sided vehicle wayfinding sign)



1 B.1.5 (SIDE 1)



2 B.1.5 (SIDE 2)

Notes B.1		Key
1	See sheet 18 - B.1 Pedestrian Wayfinding for construction details and additional dimensions/information.	 4 Sided Sign Direction  Post Location  Direction  Sign Location  Double Sided Sign
2	Mark sign location and orientation on site prior to installation. On site approval by owner and architect is required prior to sign installation.	



3 KEY PLAN (SITE MAP REFERENCE: S2)

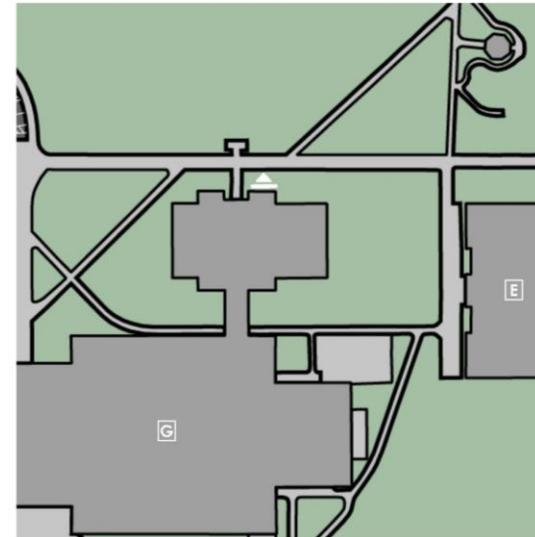
Mockups

Examples of site-specific mock-ups
(Single-sided building identification sign)



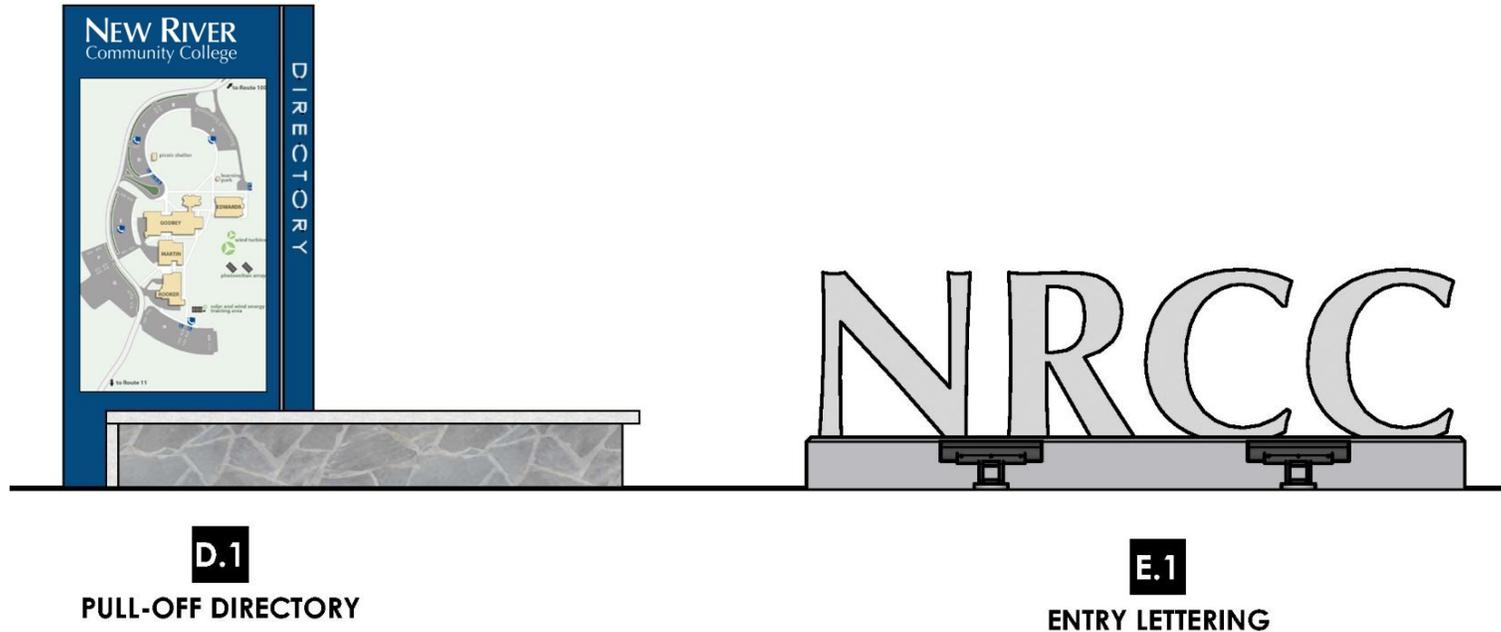
1 C.1.3

Notes C.1		Key
1	See sheet 21 - C.1 Building Identification for construction details and additional dimensions/information.	 4 Sided Sign Direction  Post Location
2	Mark sign location and orientation on site prior to installation. On site approval by owner and architect is required prior to sign installation.	 Direction  Sign Location  Double Sided Sign



2 KEY PLAN (SITE MAP REFERENCE: S2)

Specialty Signs



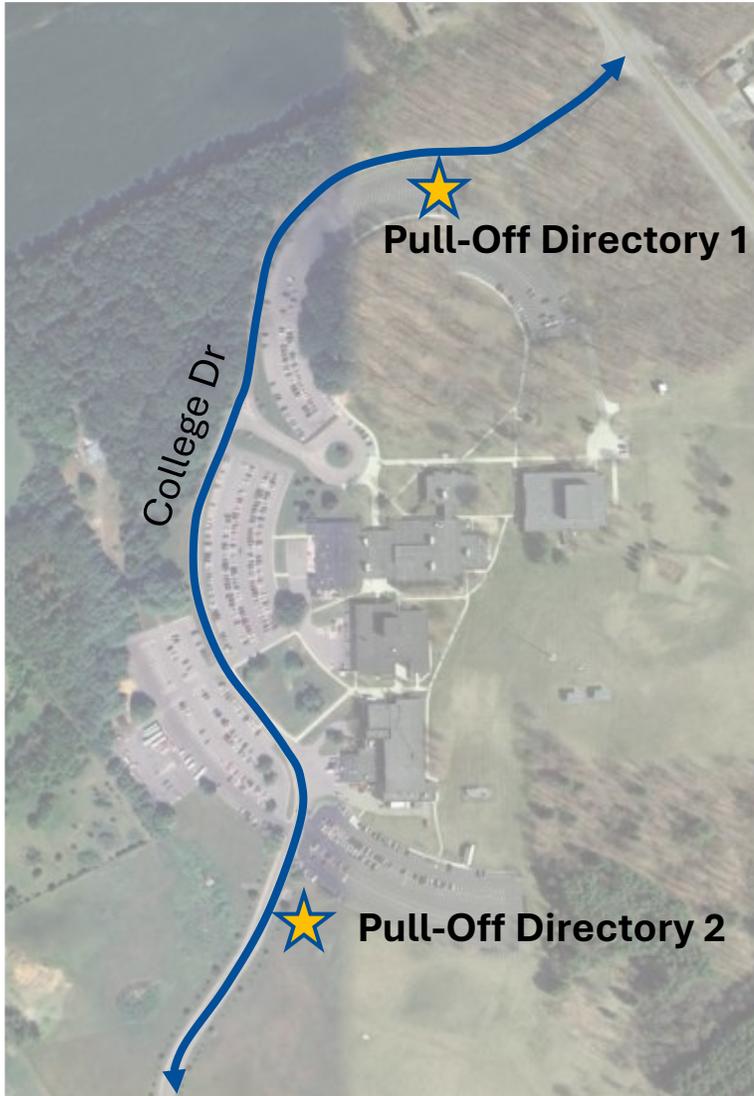
D.1 Pull-Off Directory Sign

A directory kiosk with campus map intended to orient and direct motorists to their destination as they arrive to campus. Directories are located at north and south entrance to campus along College Dr.

E.1 Entry Lettering

Large “NRCC” lettering located at entrances to campus along Cleburne Blvd and Lee Hwy intended to enhance the brand identity of campus and make entrances more visible to motorists.

Pull-Off Directory



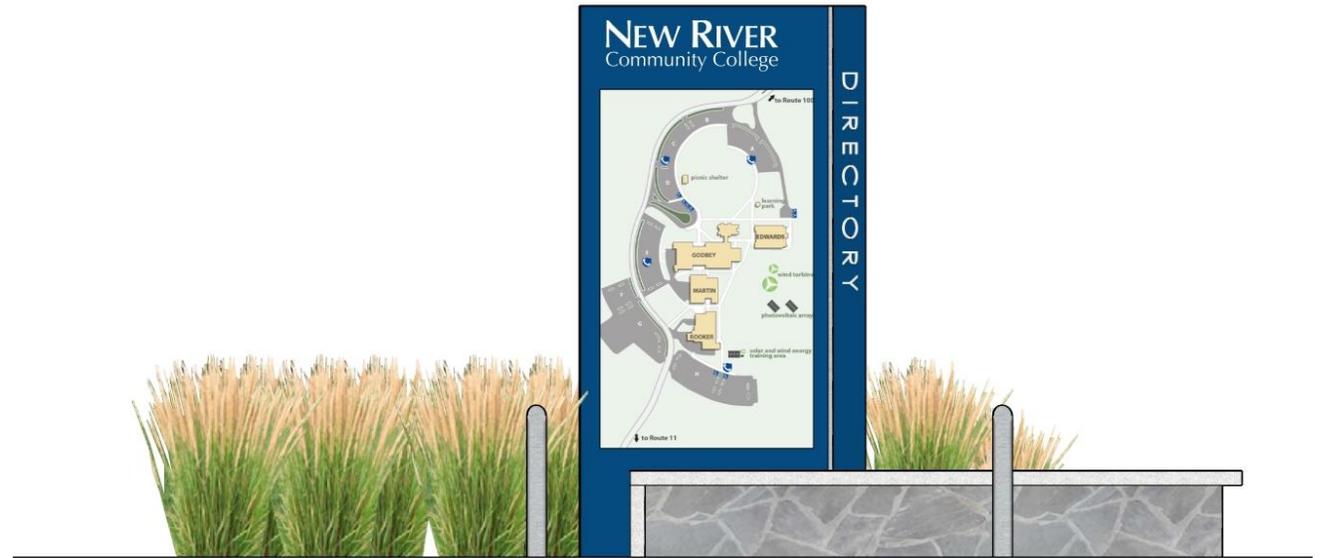
Location 1
North entrance in Lot B



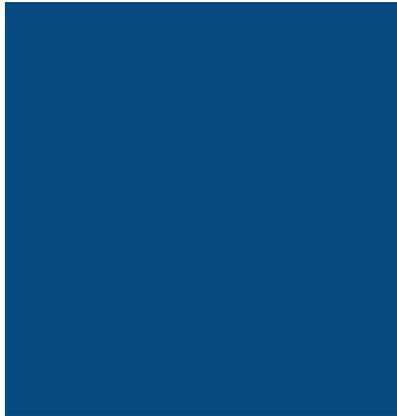
Location 2
South entrance off College Dr

Pull-Off Directory

Material Palette



Backlit Acrylic Letters



Composite Aluminum Panels Prefinished Color



Brushed Stainless Steel Reveals & Bollards



Face Stone



Cast Stone



Planted Bed

Entry Lettering



Location 1 – Existing Condition

North Entrance from Cleburne Blvd



Location 2 – Existing Condition

South Entrance from Lee Hwy

Note: Existing lettering to be removed and replaced with larger, freestanding letters illuminated with ground mounted lighting.

Entry Lettering



Location 1

North Entrance from Cleburne Blvd



Location 2

South Entrance from Lee Hwy



Metal letters on a concrete base with RGBW lighting on existing rock entry walls.

Appendix A

BRANDING EFFORTS

The Public Relations and Marketing Office works diligently to promote the college through branding efforts. This includes proper use and placement of the college's current seal, logo, font, and college colors. The Public Relations and Marketing Office makes every effort to educate the campus community regarding the uses of the NRCC brand. The logos and colors below should be used on college materials, signage, letterhead, apparel, and all other types of promotional materials and items. *Note: the mascot muskie logo is solely used for college athletics. Use of college logos should be approved for use by the Public Relations and Marketing team prior to creation. When in doubt, just ask!*

LOGO

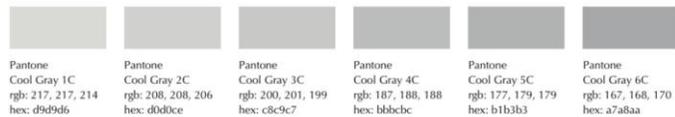
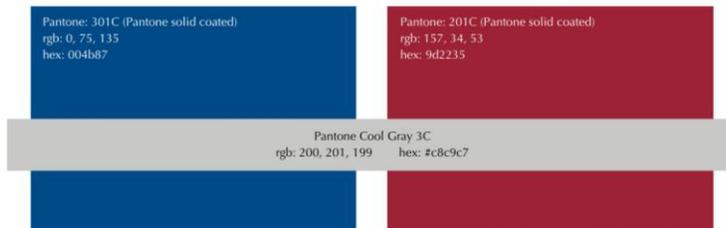
SEAL

The college seal and logo may be used in the following color options: blue, white, gray, or black. The college logo/seal should not be used in red. Transparent logo and seal files are available for use by contacting the Public Relations and Marketing staff.



COLORS

Pantone 301c Blue and Pantone 201C Red are the college's official primary colors. BLUE is the preferred choice for logos, seals, and publications.



SUPPORTING/NON-PRIMARY COLORS

The colors below (other than the two marked as "Primary") should be used sparingly. These function as alternative colors and should be incorporated along with the primary college colors to support graphic design work and publications but not replace the primary college colors. These are the colors that appear on the current college website and the color stripe below.

NRCC WEBSITE COLOR PALETTE



COLOR BAR/STRIPE

The color bar/stripe may be used in college publications as needed and incorporates the non-primary colors from the palette above.



Appendix A

FONT

The standard college font is Optima LT Std. The NRCC logo is created in Optima LT Std font. This font should be used for college publications whenever possible.
Optima LT Std

NEW LOGO VARIATIONS 2023-2024

The standard blue college logo should be the first option for college promotional materials. However, often materials require other options depending on size constraints, etc. The following logo options have been approved for use and should be used sparingly. Use of college logos should be approved for use by the Public Relations and Marketing team prior to creation.
When in doubt, just ask!



DEPARTMENTAL & DIVISION LOGOS

The departmental or division logos can be created at the request of the department head, director, manager, coordinator, dean, or VP. The following are options of departmental logos. This design will be maintained for each department. Additional departmental logos should be approved by the Public Relations and Marketing team prior to use.
Please contact the team for creation of a division or departmental logo!

EXAMPLES

