DONOR RECOGNITION AND NAMING RIGHTS GUIDELINES FOR FACILITIES AND NAMED SPACES

OVERVIEW

An important aspect of philanthropy is the appropriate recognition of donors for generous gifts made to Northwestern University. This document outlines the general procedures governing the naming of a Facility or Interior Space on

DONOR RELATIONS AND FACILITIES

Central Donor Relations should be consulted on all donor communication related to physical naming recognition prior to sharing with donors. All proposed recognition materials and renderings must be reviewed and approved by the Vice President and the NU Senior Vice President for Business and Finance prior to sending to the donors. Additionally, no renderings of donor signage should be shared in any public forum without review by NU Facilities and approval from the donors.

For larger projects that are part of new facility construction, Donor Relations will work with NU Facilities to select a signage vendor to design and produce the donor recognition.

For smaller projects such as installing one plaque in an existing space, Donor Relations can facilitate the process of working with the vendor, reviewing text, and determining the size and material. Typically, for these projects, the goal is to match existing signage in the facility, so there is little flexibility in design.

SIGNAGE SCALE STANDARDS

The size and type of the selected signage must be appropriate for the space and the naming level of the gift. In order to maintain consistent recognition signage across campus, refer to the standards below related to signage scale:

Building Sgnage would include exterior signage at each entrance and an interior plaque with donor story. At this level only, the donor story plaque can include a picture of the donor(s).

Named Spaces (Large) Pin lettering (3 to 4, scaled appropriately to the particular space) would be used for these exceptional gifts. Named spaces in this category are typically more public areas like recital halls, auditoriums, lecture halls, wings, etc.

Additionally, if the named space is a public area such as a concert hall, there will be a need for directional signage. At this level, the name of the donor would be included in the directional signage using an abbreviated version of the named space that includes the last name of the donor and the name of the space (i.e. Galvin Recital Hall).

Named Spaces (Medium) Smaller pin lettering (2 to , scaled appropriately to the particular space) or large plaques are to be used for gifts in this category and the selection would depend on the architecture of the facility and available wall space for signage. Named spaces at this level typically include laboratories, classrooms, or wings. Plaques would include the names of the donors and brief dedication text.

Named Spaces Small) Intermediate sized plaques would be produced