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DONOR RECOGNITION AND NAMING RIGHTS GUIDELINES FOR FACILITIES AND NAMED SPACES

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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

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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 – Signage would include 6” to 12” 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 3”, 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
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