



**Cooper University Health Care
Tower A**

Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

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Mark	Description	Date

FocusEGD Project No.: **23036.001**
HKS Project No.: **25695.002**
Issued for Bid: **9 December 2025**

Design Intent Documents

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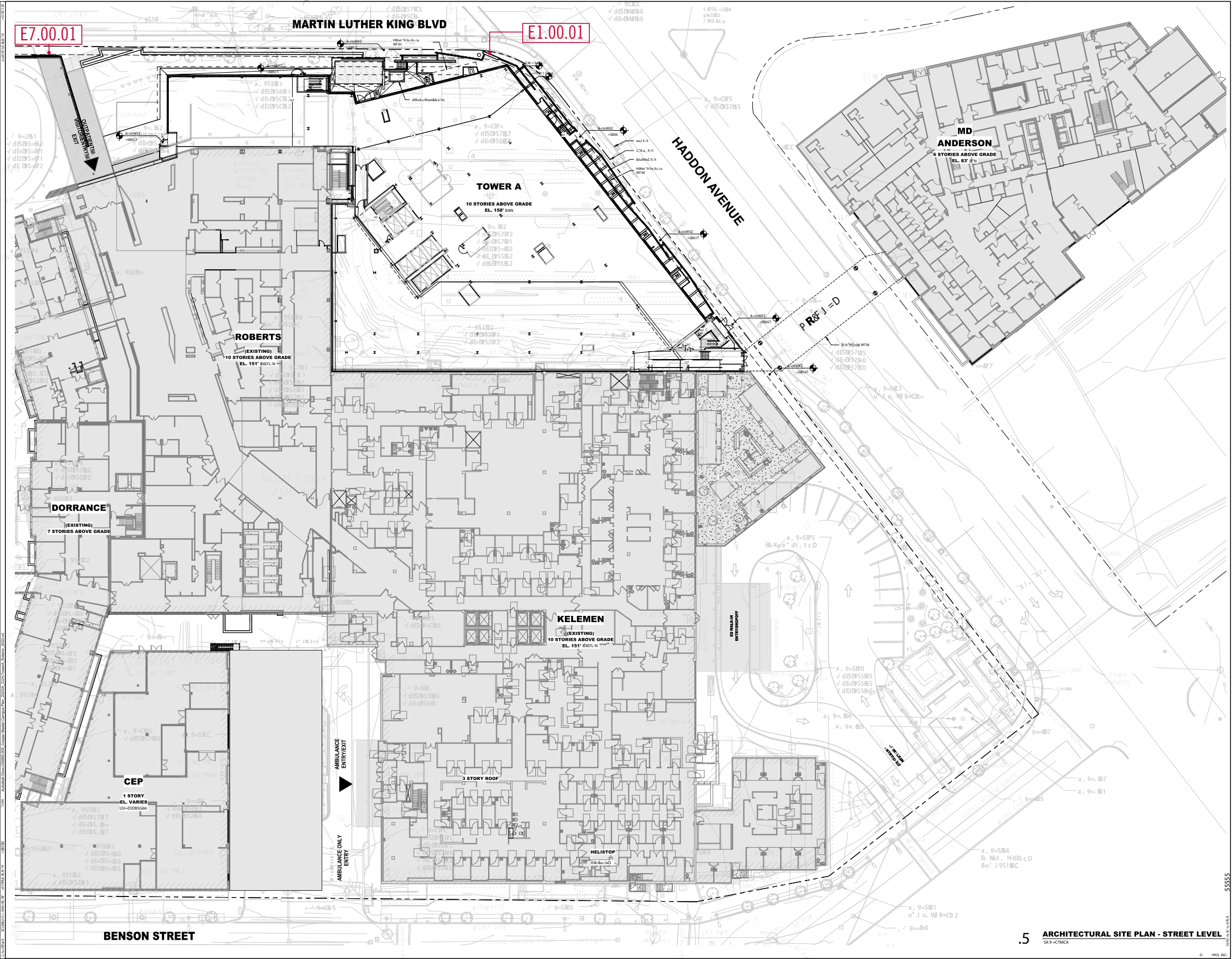
Project Manual / Specifications; section 101400 has specific information regarding sign elements.

Project Manual / Specifications; section 101400 Exhibit A Message Schedule indicates text copy of individual signs.

W2.00 series Signage Location Plans indicate location of individual signs.

W3.00 series Design Intent Documents indicate schematic design description, details, layouts and requirements of typical sign types.

Mark	Description	Date



SIGNAGE KEY

E1.00.01 Replacement Directional - Large

E3.00.01 Signature Identity

E4.00.01 Stair Tower Logo

E4.00.02 Stair Tower Logo

E5.00.01 Bridge Identity

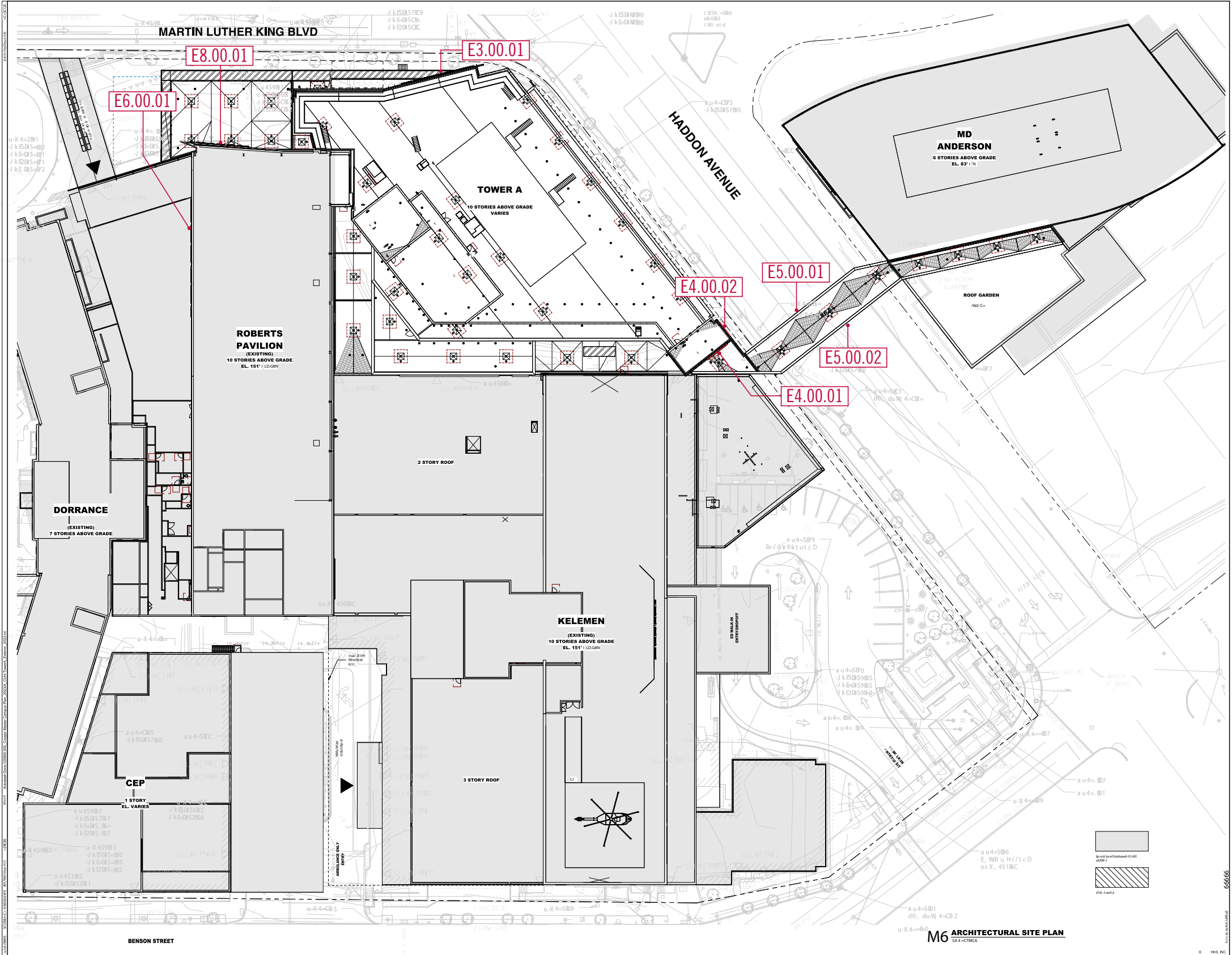
E5.00.02 Bridge Identity

E6.00.01 Replacement Building Mounted Identity

E7.00.01 Replacement Main Entrance Identity

E8.00.01 Demolition

Mark	Description	Date



SIGNAGE KEY


- E1.00.01 Replacement Directional - Large
- E3.00.01 Signature Identity
- E4.00.01 Stair Tower Logo
- E4.00.02 Stair Tower Logo
- E5.00.01 Bridge Identity
- E5.00.02 Bridge Identity
- E6.00.01 Replacement Building Mounted Identity
- E7.00.01 Replacement Main Entrance Identity
- E8.00.01 Demolition


Mark	Description	Date


Paint


All paint to be Low or Ultra Low VOC, exterior grade w/ UV inhibitors.
All interior finishes to be Eggshell, unless specified otherwise.
All exterior finishes to be Satin, unless specified otherwise.
Use the correct undercoat and application technique for every specific substrate. Undercoat, topcoat and additives should from the same paint system.


- P1


**Cooper Red**
Custom Match Matthews to PMS 193C
- P2


**White**
Matthews Brand
MP32071 White Wonder
- P3

**Vanadium Silver Metallic**
Matthews Brand
MP18118
- P4

**BMW Sterling Gray Metallic**
Matthews Brand
MP54998
- P5

**Dark Brown**
Custom Match Matthews to Exterior Project Panels
- P6


**MD Anderson Black**
Custom Match
Matthews Paint
- P7


**Glass**
Custom Match Matthews Paint to Curtain Wall Glass


Vinyl

All vinyl to be 3M Brand.

- V1

**Red**
3M Translucent Series 3630
Match to PMS 193C
- V2

**Black**
3M Dual-Color Film
3635-222
- V3

**Smoke Gray**
3M Day/Night Film
3635-91

Materials

- A1

**White Translucent Acrylic**

Mark	Description	Date

CUHC

CUHC Logo
Digital art to be
provided by
Designer



CC

Cooper Logo
No Tag Line
Digital art to be
provided by
Designer



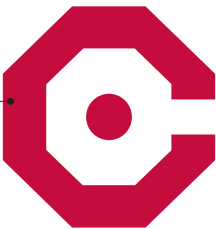
MDCU

MDCU Logo
Digital art to be
provided by
Designer



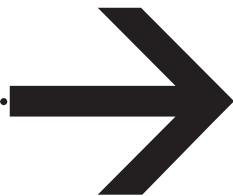
C

Cooper C Only
Digital art to be
provided by
Designer



AR

Arrow
Digital art to be
provided by
Designer



Univers LT Std / 55 Roman
Digital art to be
provided by
Designer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;

Univers LT Std / 65 Bold
Digital art to be
provided by
Designer

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890,;

Mark	Description	Date

Notes and callouts of all elements as shown on 3W.E1a thru 3W.E1e.

A Cabinets:
Fabricated form of not less than 0.125" aluminum with internal structure as required, single sided, engaged with a masonry planter wall. Welded construction. All seams to be tight with no visible joints or gaps. Paint all visible surfaces as indicated and inside of cabinet with Matthews 281 500SP high reflective white paint or equivalent. To be internally illuminated with LED modules.

Upper Logo Cabinet: 0.5" thick translucent white acrylic in aluminum retainers mounted with concealed mechanical fasteners. Red translucent vinyl overlay surface mounted to the acrylic.

Emergency Cabinet: 0.5" thick translucent white acrylic in aluminum retainers mounted with concealed mechanical fasteners. Red translucent vinyl overlay surface mounted to the acrylic; weed out copy.

Lower Cabinet: Aluminum face with stencil cut push thru projection graphics. Acrylic graphics of 1/2" thickness, with milled lip from single sheet, no glue. Mechanical attachment at reverse of aluminum face. Overlay day night vinyl.

Logo:
To be provided by Designer.

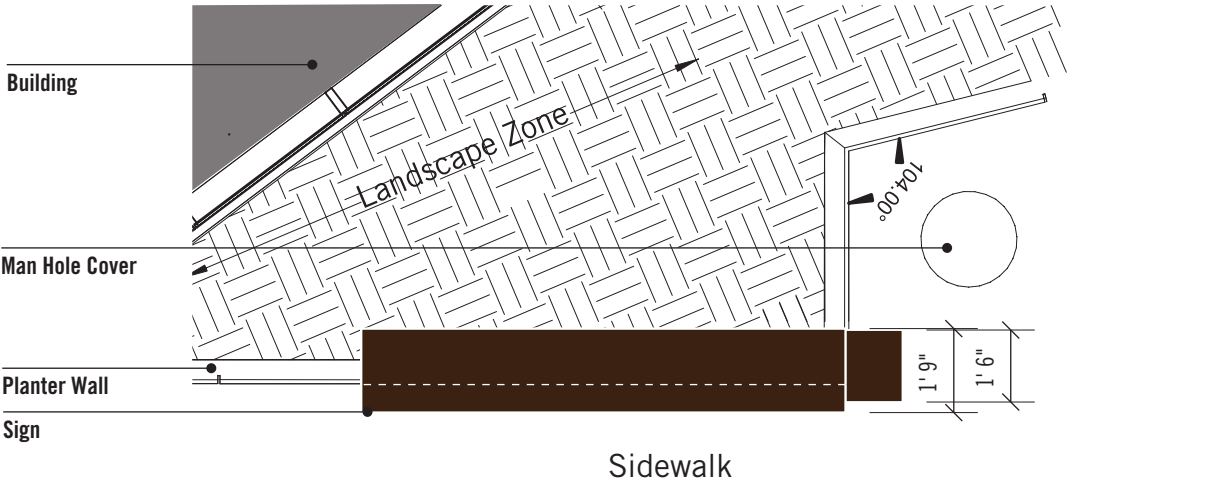
Typography:
Univer Lt STD 65 Roman & 55 Regular, Cap Heights as Indicated
Project Arrow Height as Indicated

Illumination:
Internal Agilight / Sloan / GelCore or equivalent brand LED modules, configured to provide bright and even illumination across graphic elements. Power supply to be located inside of cabinet. Incorporate low profile photocell disconnect at top of cabinet. Provide all hardware required for successful installation and make all final electrical hook-ups.

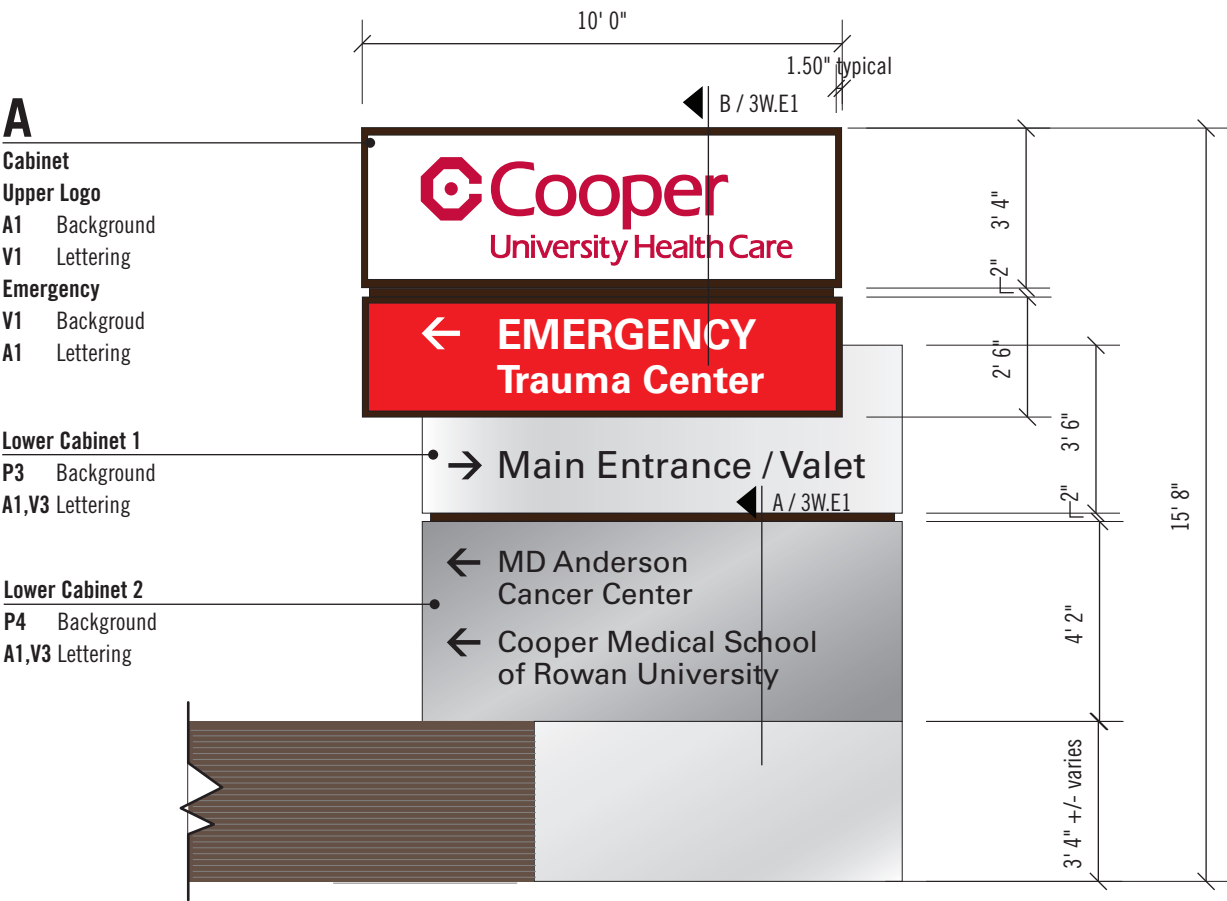
Power:
Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

Installation:
Attachment of assembly to reverse side of planter wall.

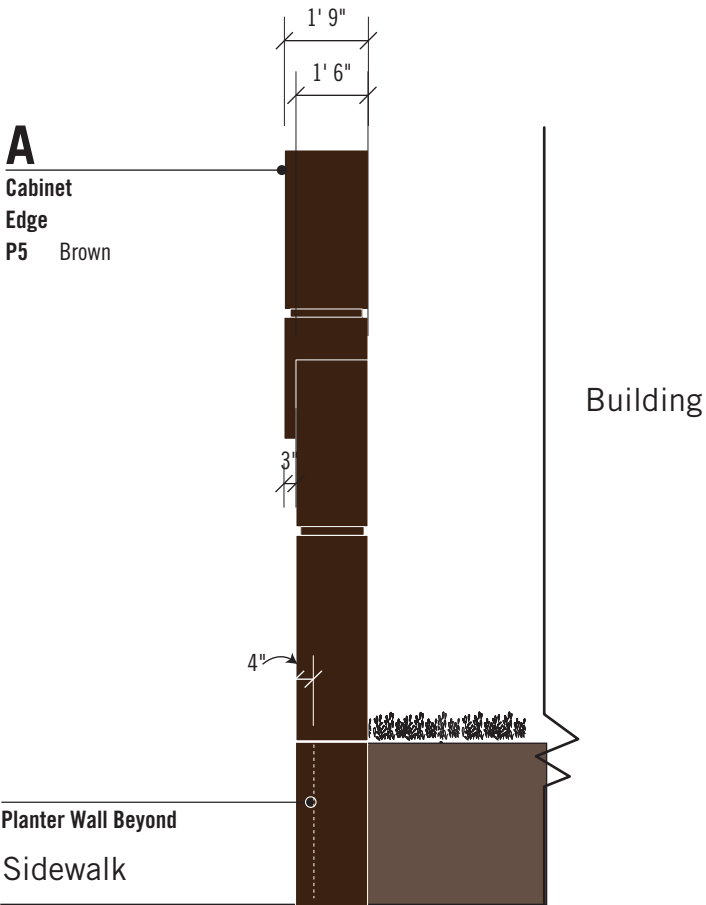
Structural Engineering:
REQUIRED. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.



3 Plan View / 1/4" = 1' - 0"

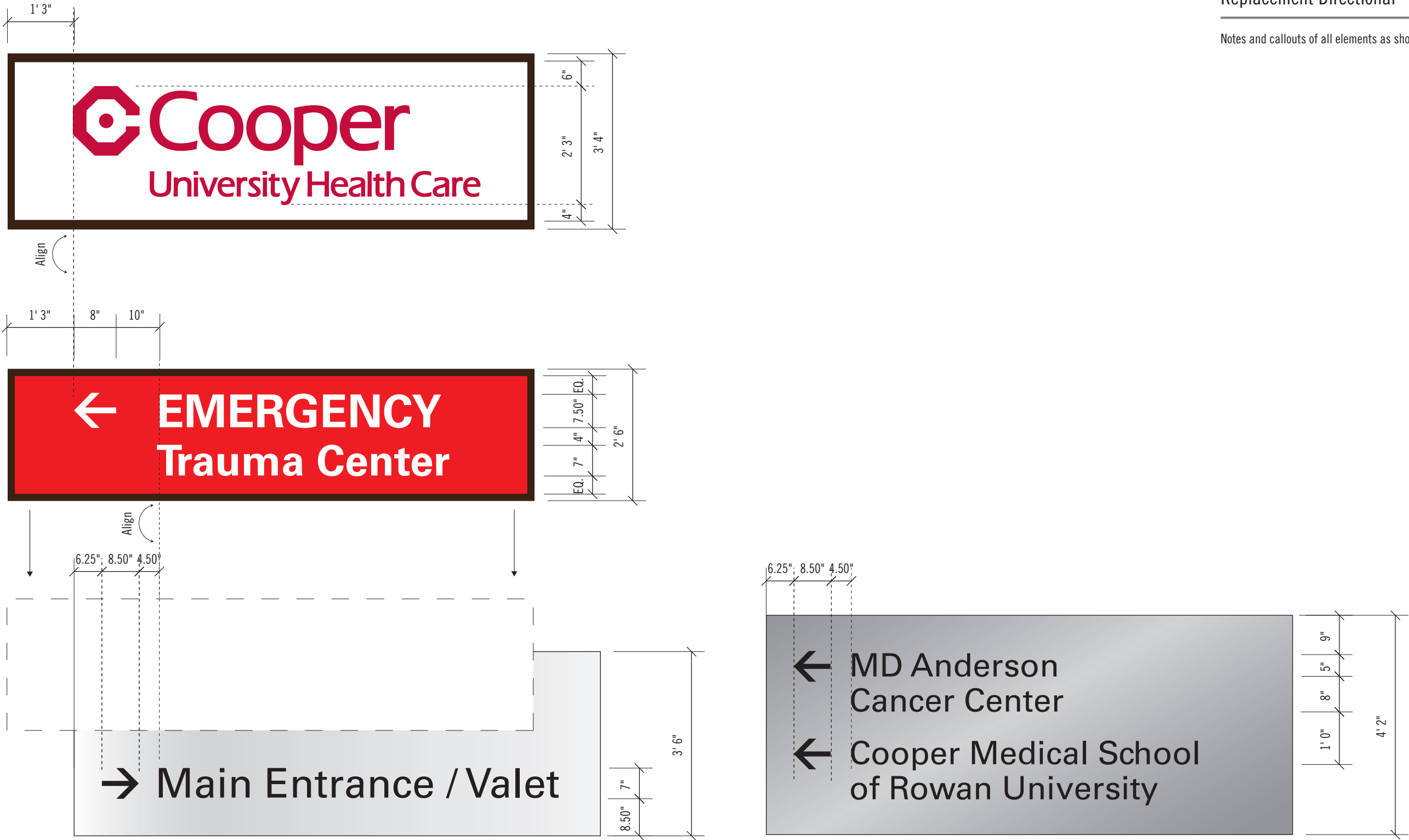


1 Elevation / 1/4" = 1' - 0"



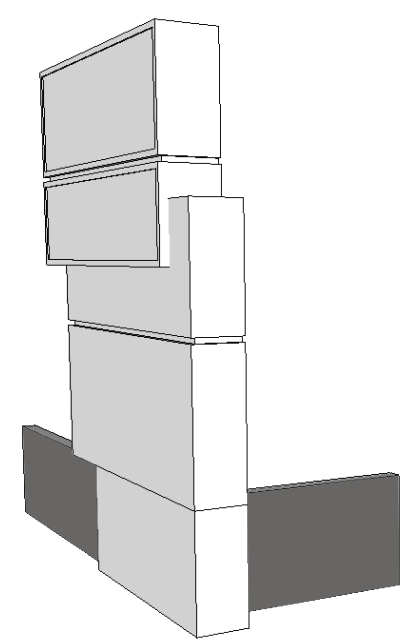
2 Side View / 1/4" = 1' - 0"

Mark	Description	Date

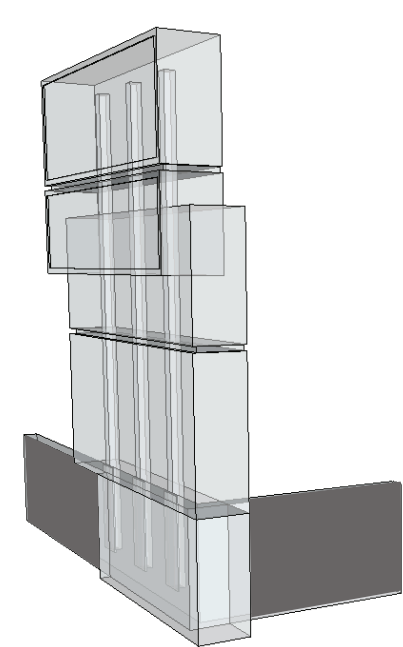


1 Panel Copy Layouts / 1/2" = 1' - 0"

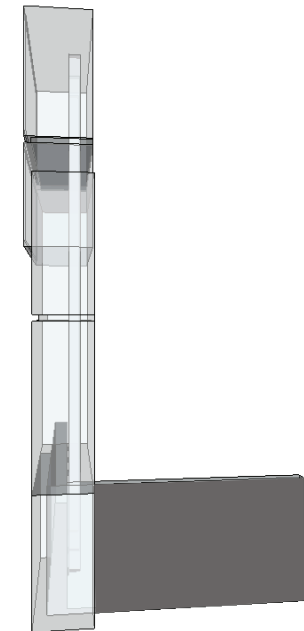
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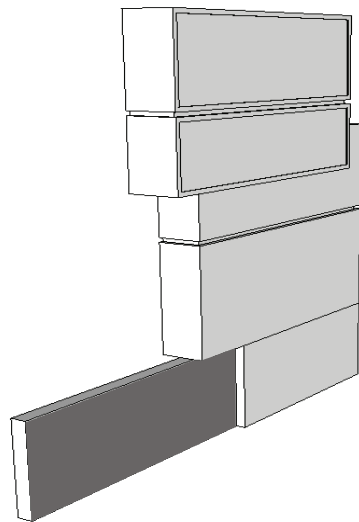
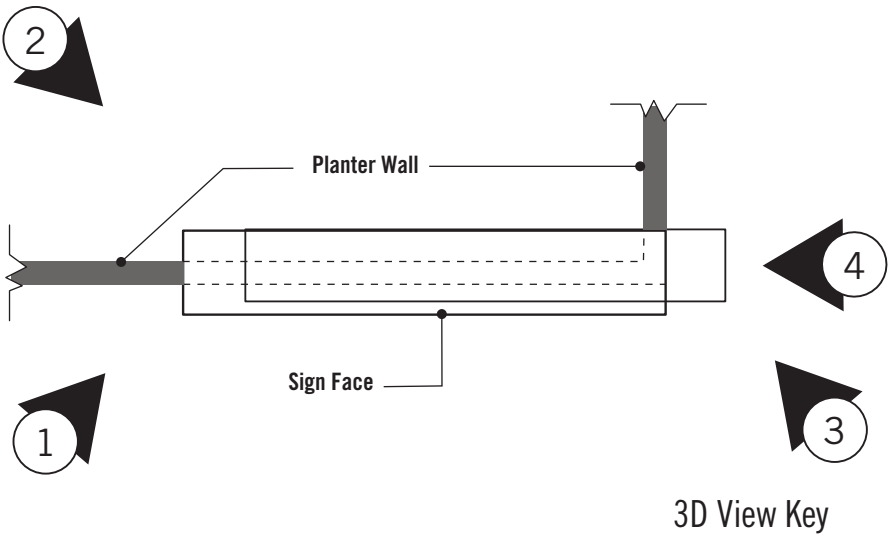
3a

FRONT RIGHT

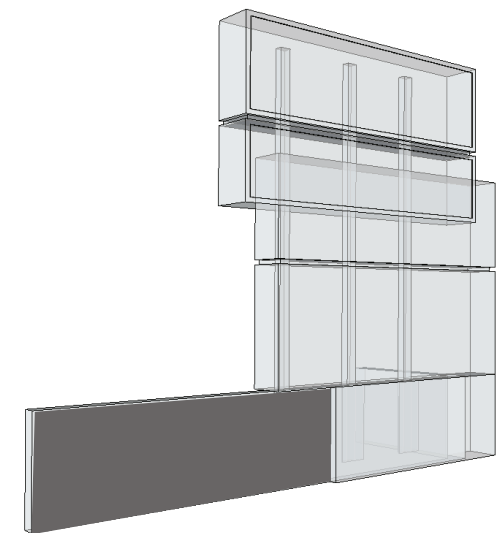
3b

FRONT RIGHT X RAY

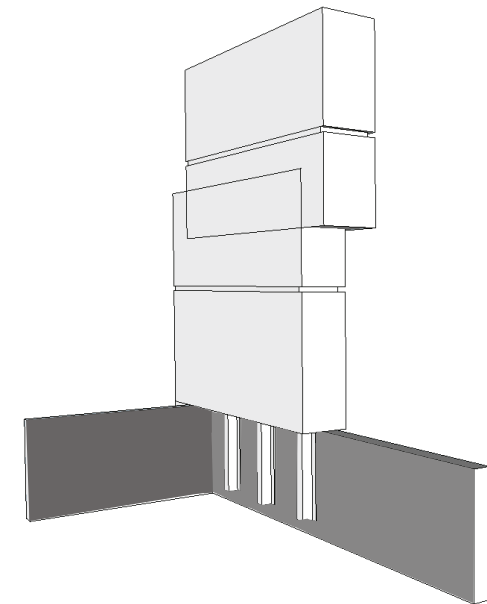
4

SIDE VIEW X RAY

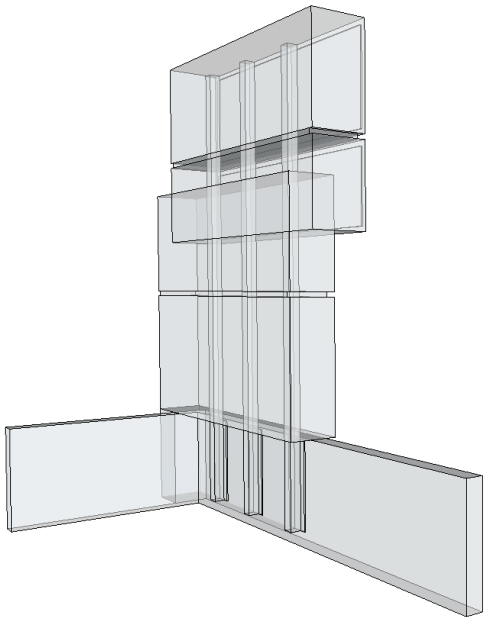
1a

FRONT LEFT

1b

FRONT LEFT X RAY

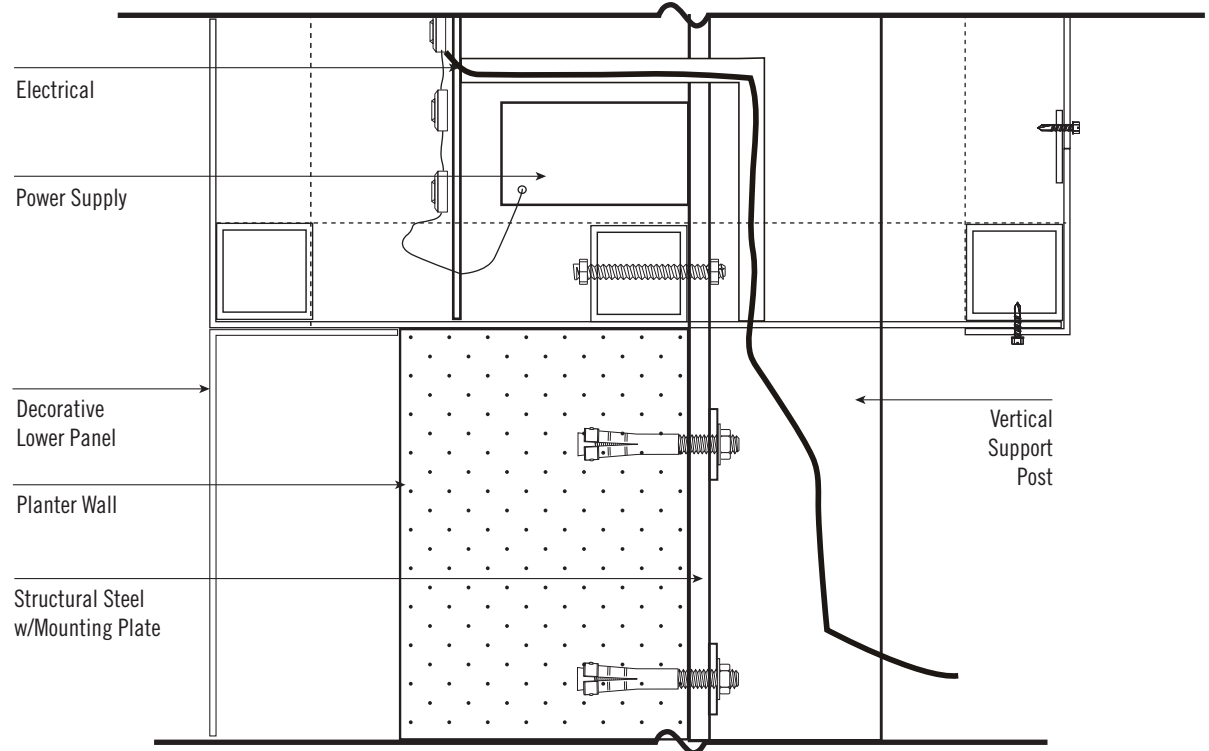
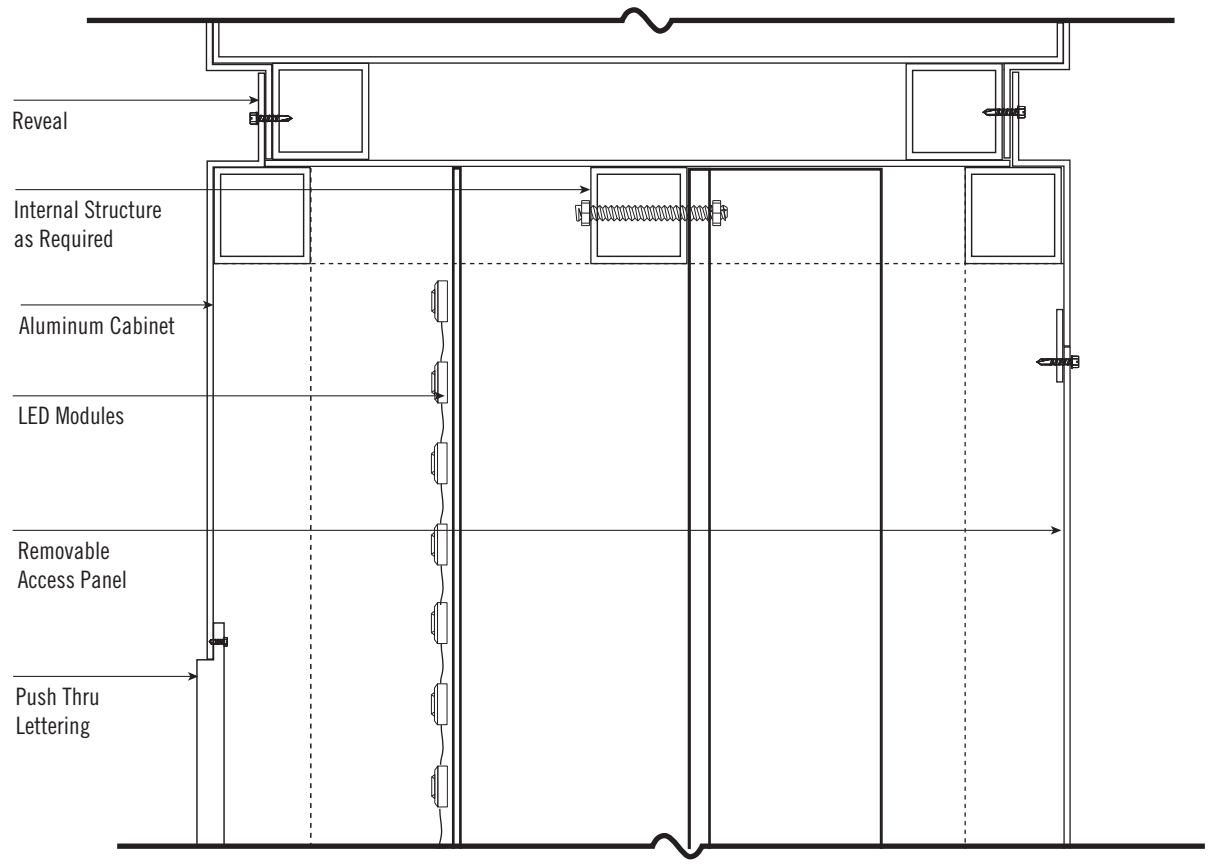
2a

BACK

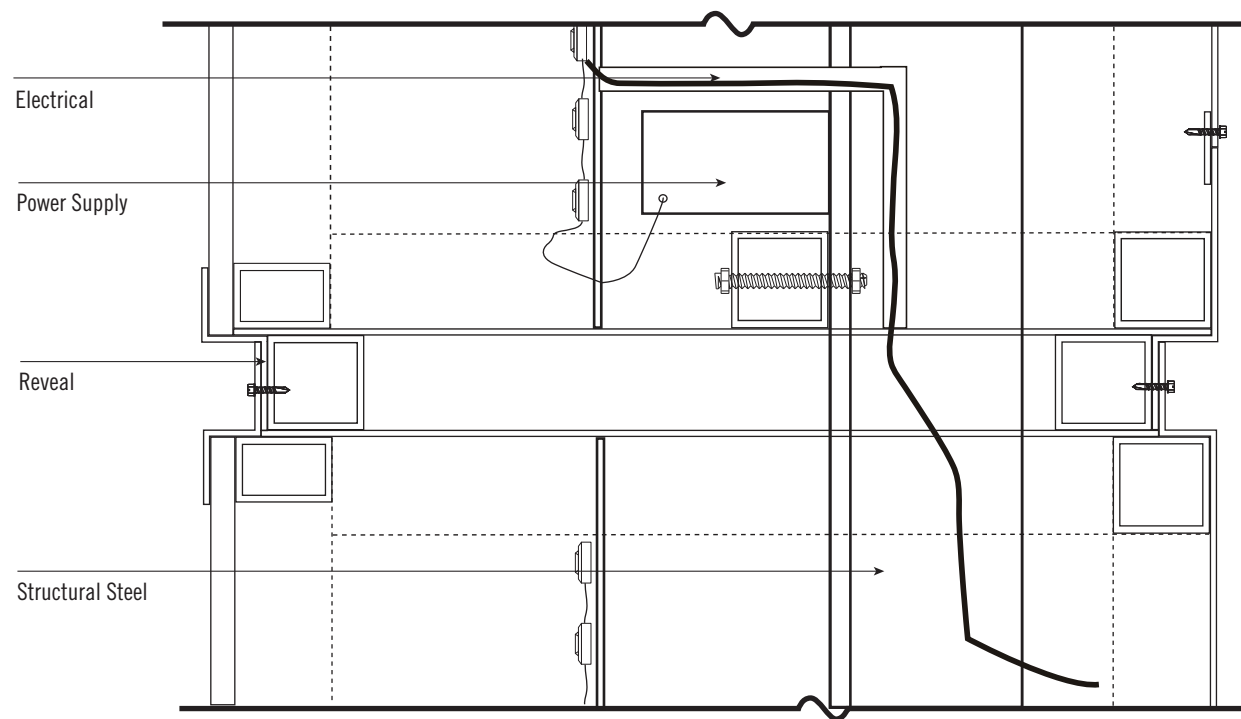
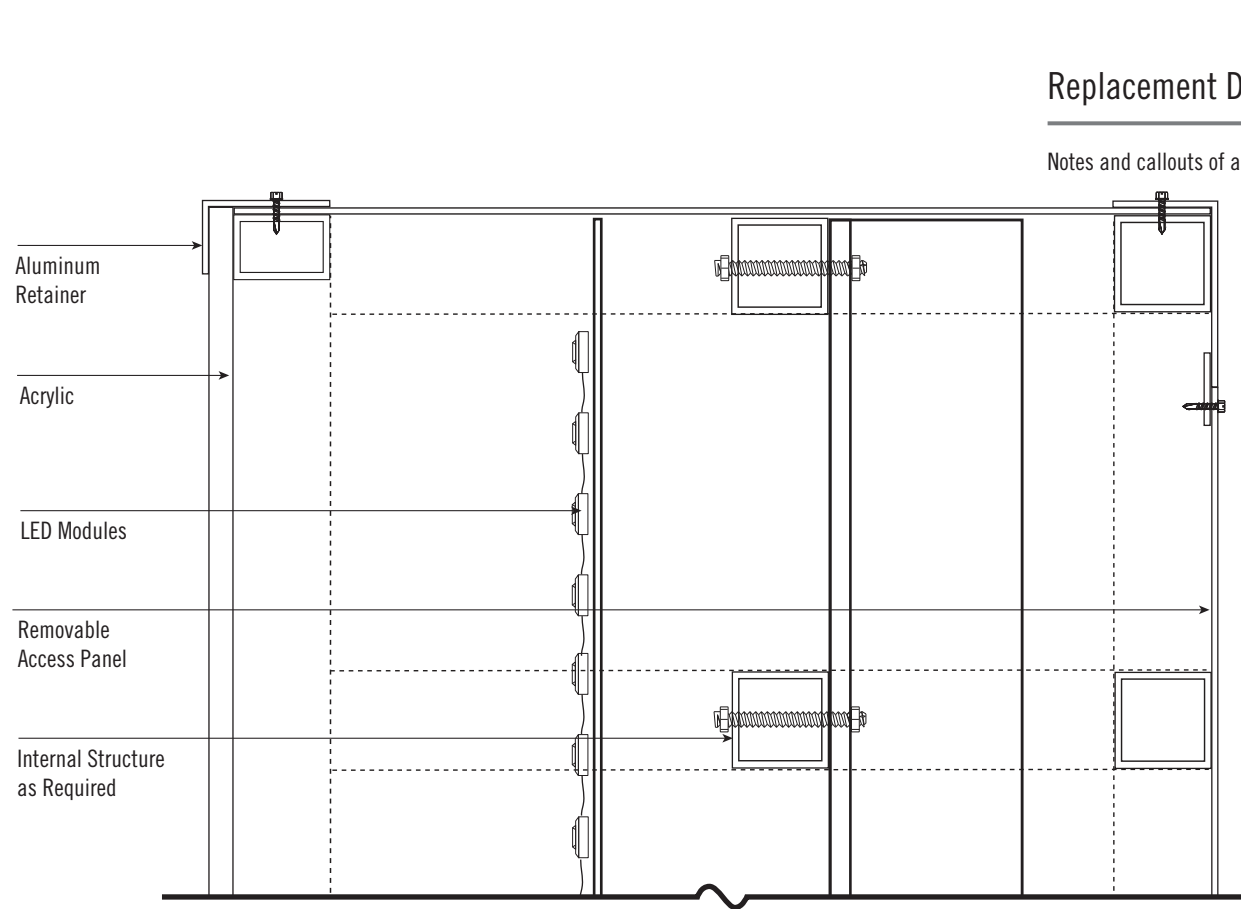
2b

BACK X RAY

Mark	Description	Date

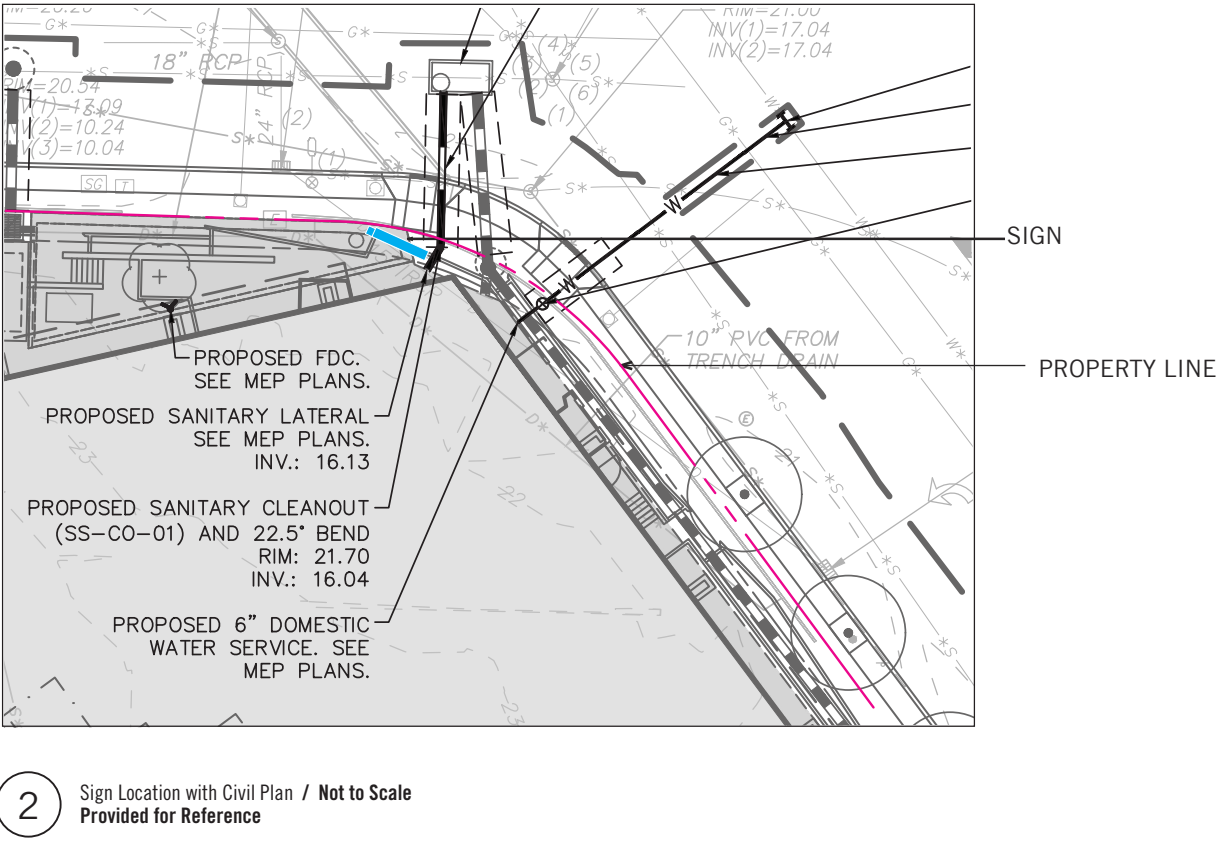
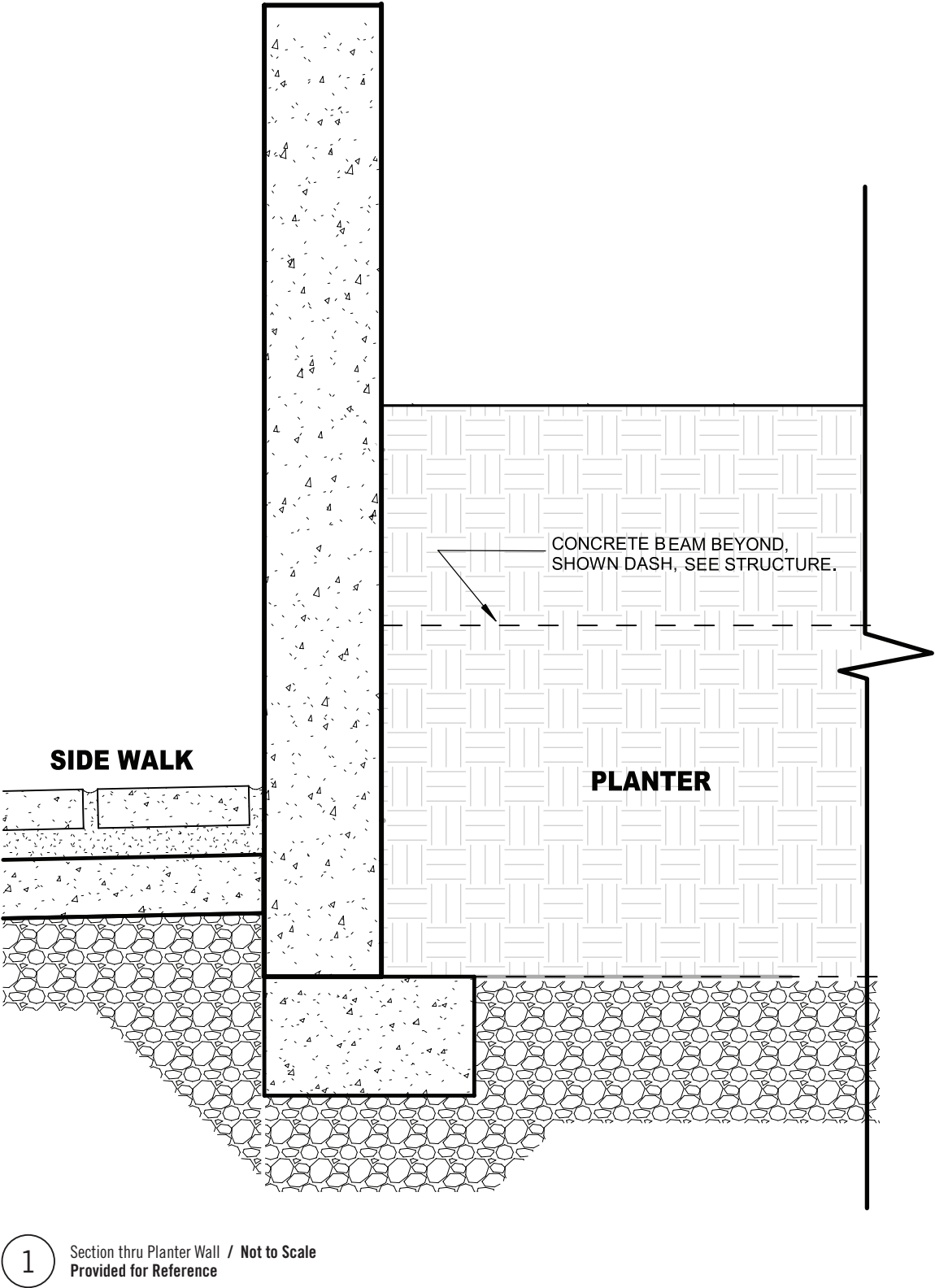


A Section Detail / Lower Cabinet / 3" - 1'-0" Schematic



B Section Detail /Upper Cabinets / 3" - 1'-0" Schematic

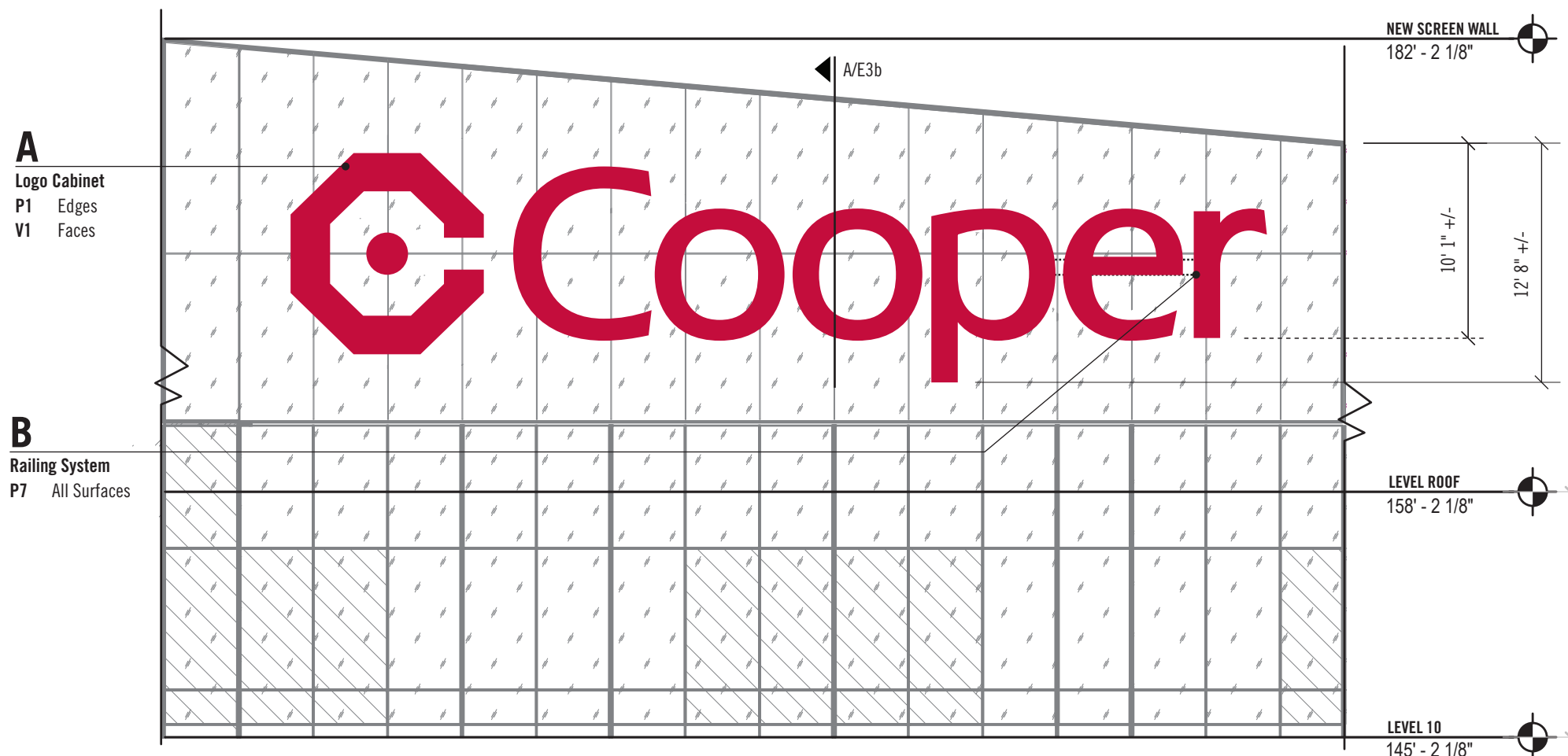
Mark	Description	Date



Mark	Description	Date



2 Elevation / 1/8" = 1' - 0"



1 Elevation / 1/8" = 1' - 0"
E3.00.01

Notes and callouts of all elements as shown on W3.E3a thru W3.E3d.

A Logo:
Fabricated form of not less than 0.125" Aluminum with internal structure as required. Configured with internal LED Illumination. Full welded construction. All seams to be tight with no visible joints or gaps. Paint finish all visible surfaces as indicated and inside of cabinet with Matthews 281 500SP high reflective white paint or equivalent. Translucent white FlexFace with translucent vinyl overlay as indicated. Mechanically attach FlexFace and aluminum retainers. Retainer to extend to the outside of full Logo (retainer size as required, no less than indicated).

Logo: To be provided by Designer

B Railing System:
10"h x 5"d aluminum tube, length as required, to span letterforms as indicated and painted to match the spandrel glass color. Full welded construction. Mechanically attach letterforms to armature.

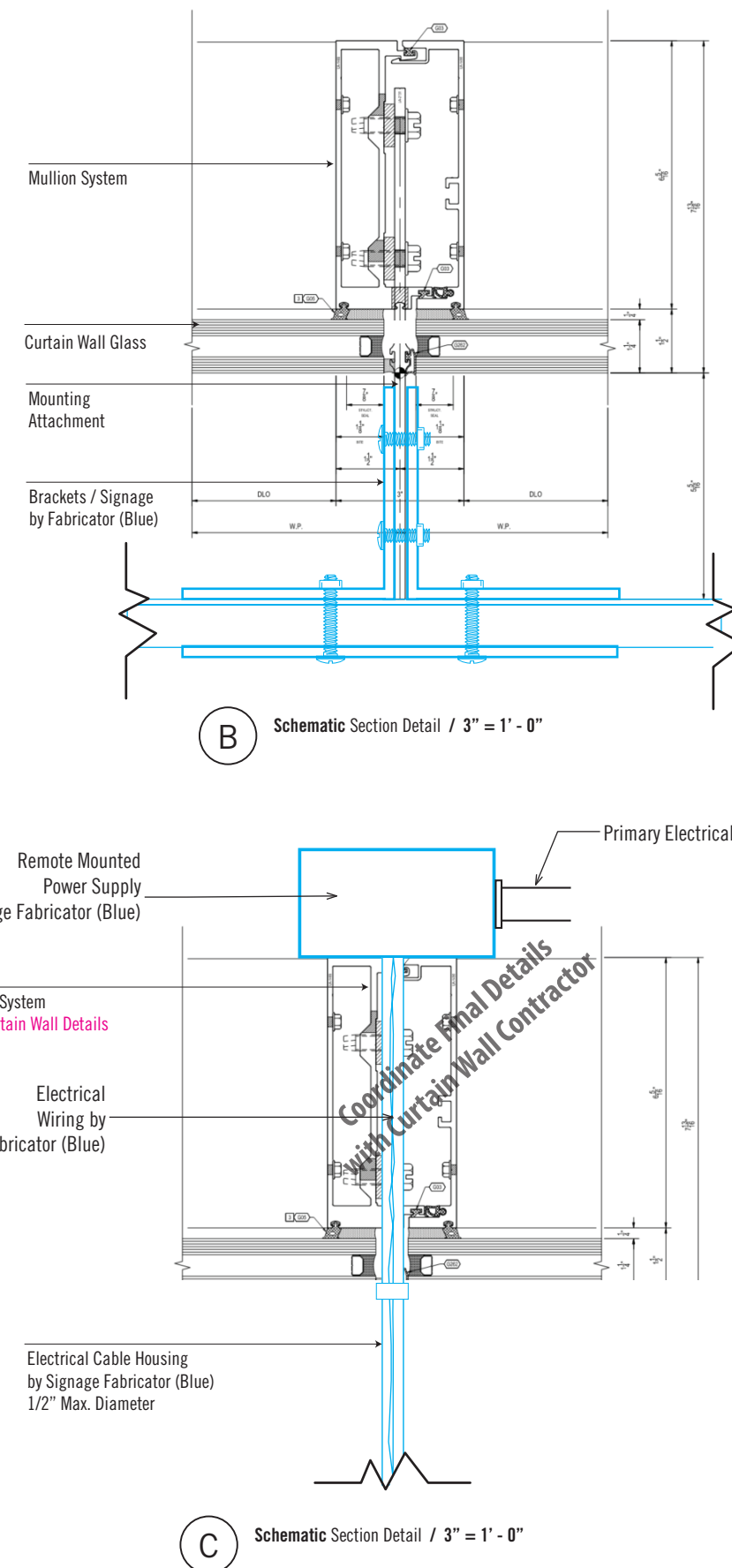
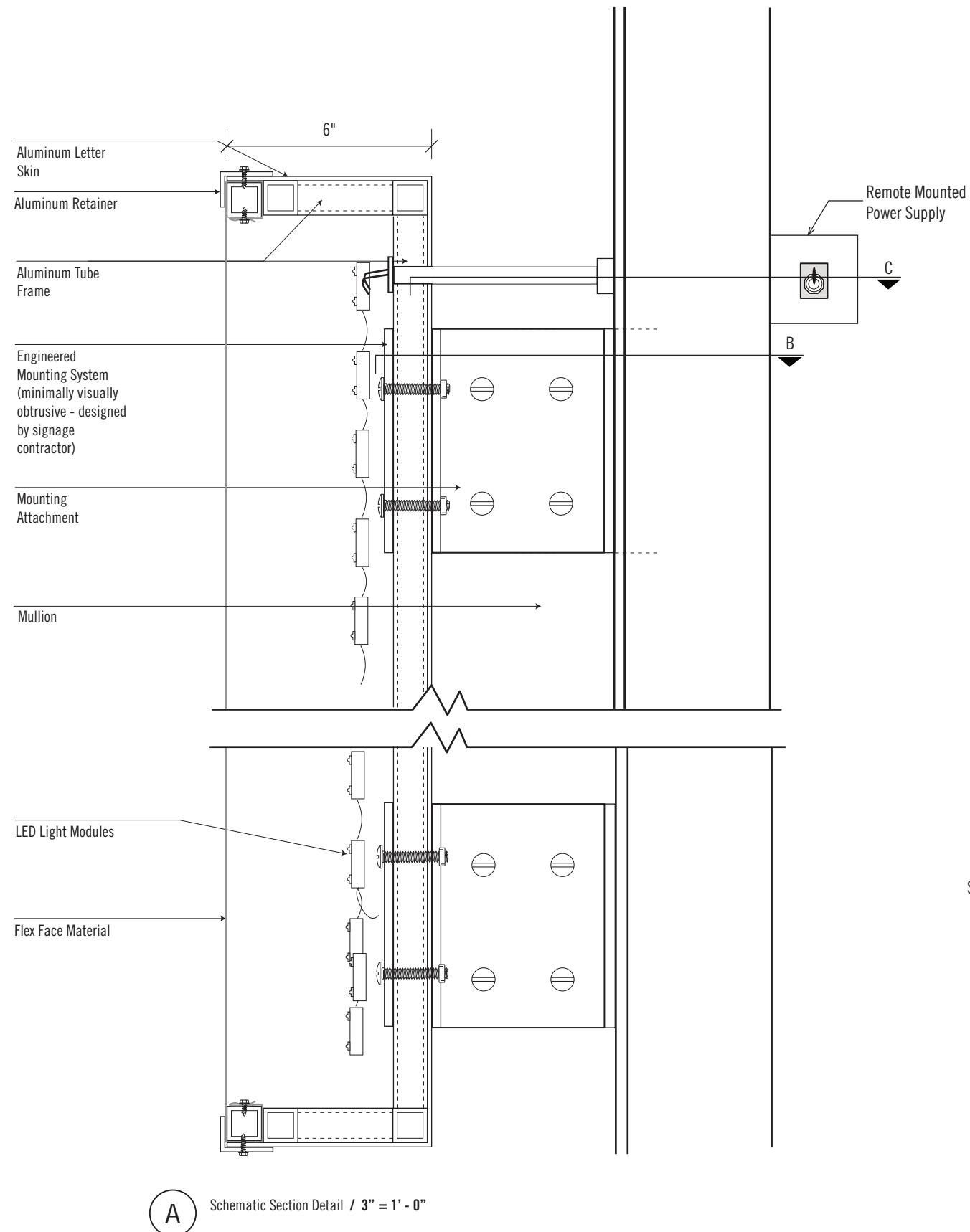
Power:
Primary power to be located on roof in weather resistant raceway. Conduit to Logo and Letterforms to be continuous from raceway to letter and painted to match spandrel glass color. Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

Installation:
Mechanically attach logo and letterform assemblies to curtainwall mullion plates provided by others. Ensure sign assembly is level, plumb and secure. Seal reveals between assembly and masonry with weatherproof sealant appropriate for conditions.

Structural Engineering:
REQUIRED. Design shown is schematic. Structural engineering is delegated design to the sign contractor. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.

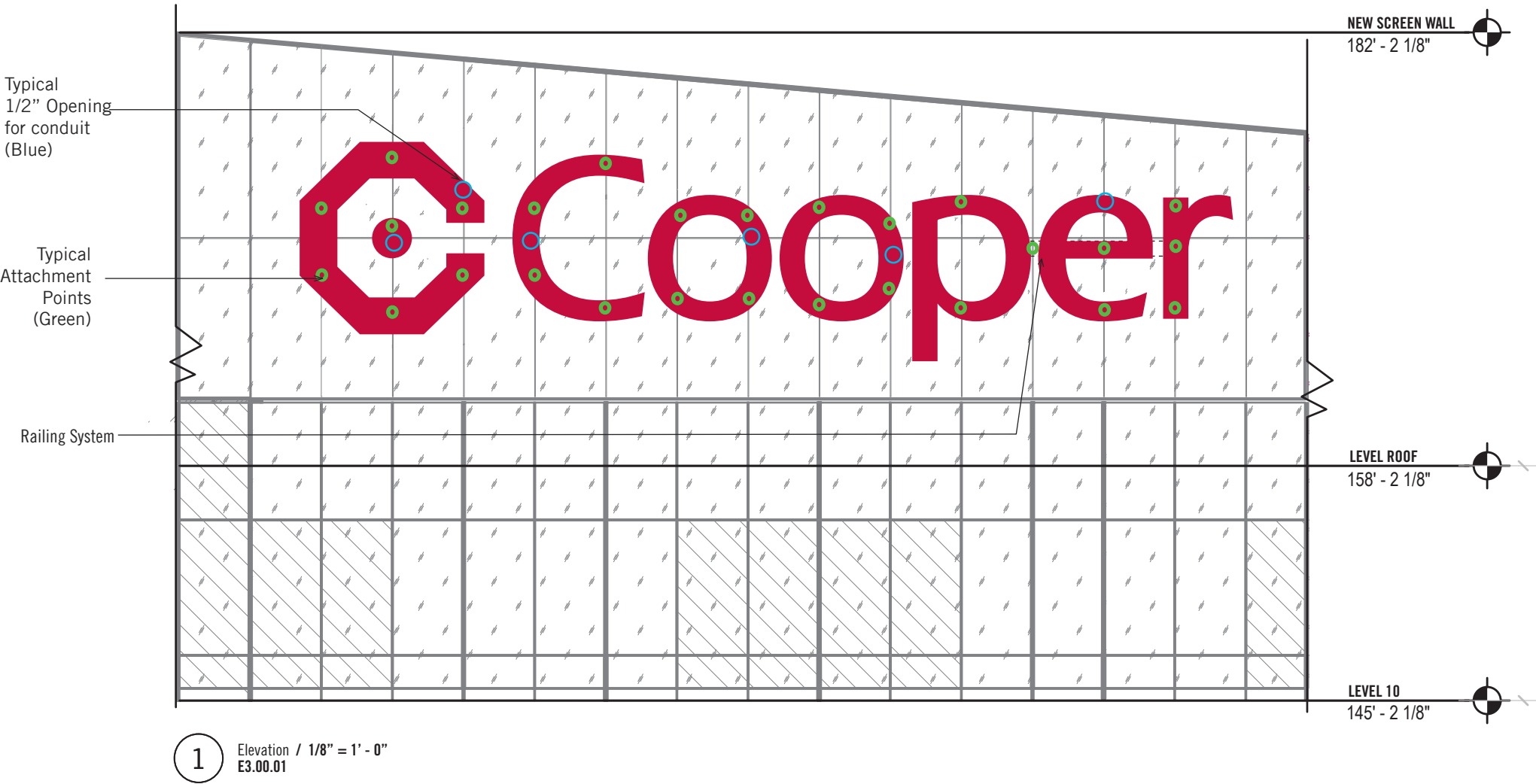
Mark	Description	Date

Notes and callouts of all elements as shown on W3.E3a thru W3.E3d.



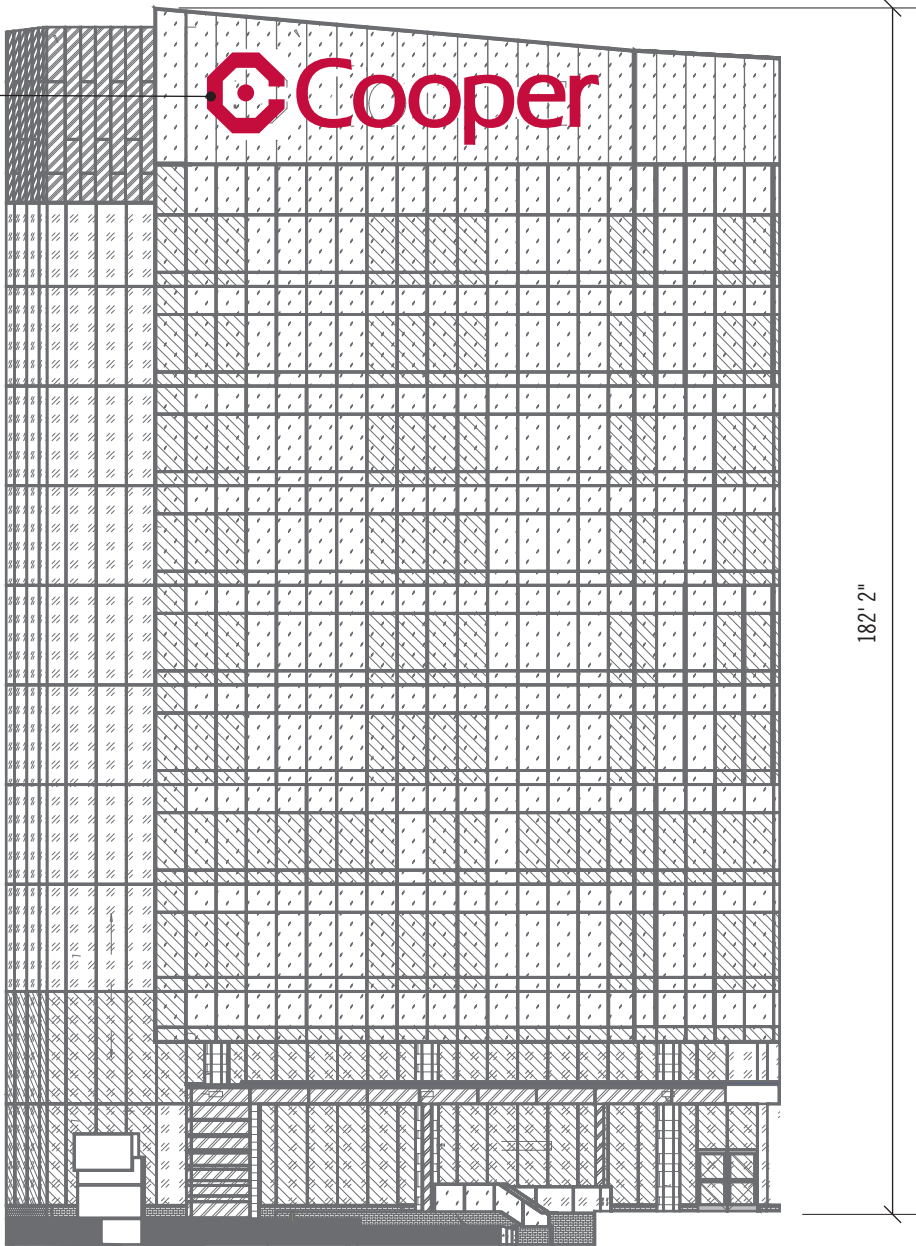
Mark	Description	Date

MOUNTING & POWER
Schematic



Mark	Description	Date

Signature Identity



1 Context Elevation / Not to Scale



2 Rendering / Not to Scale

Mark	Description	Date

Notes and callouts of all elements as shown on W3.E4a thru W3.E4e.

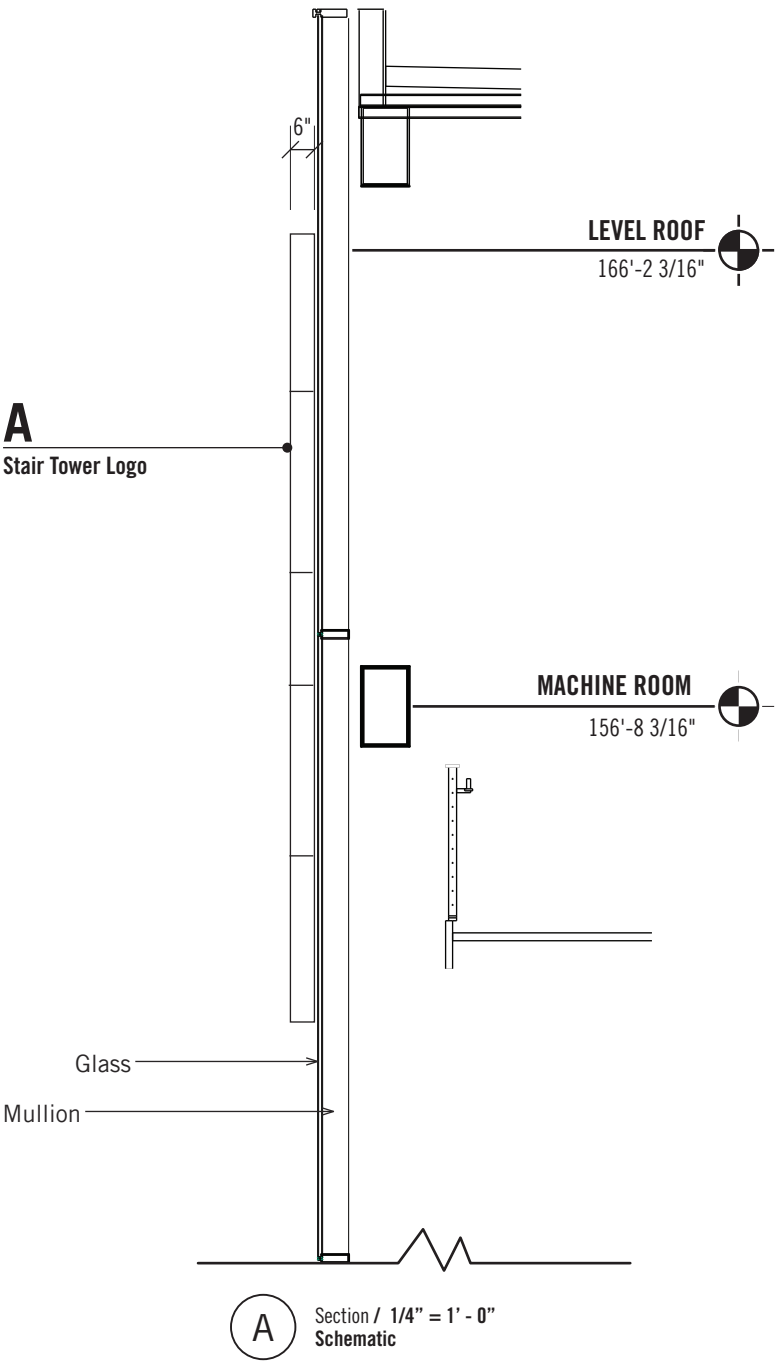
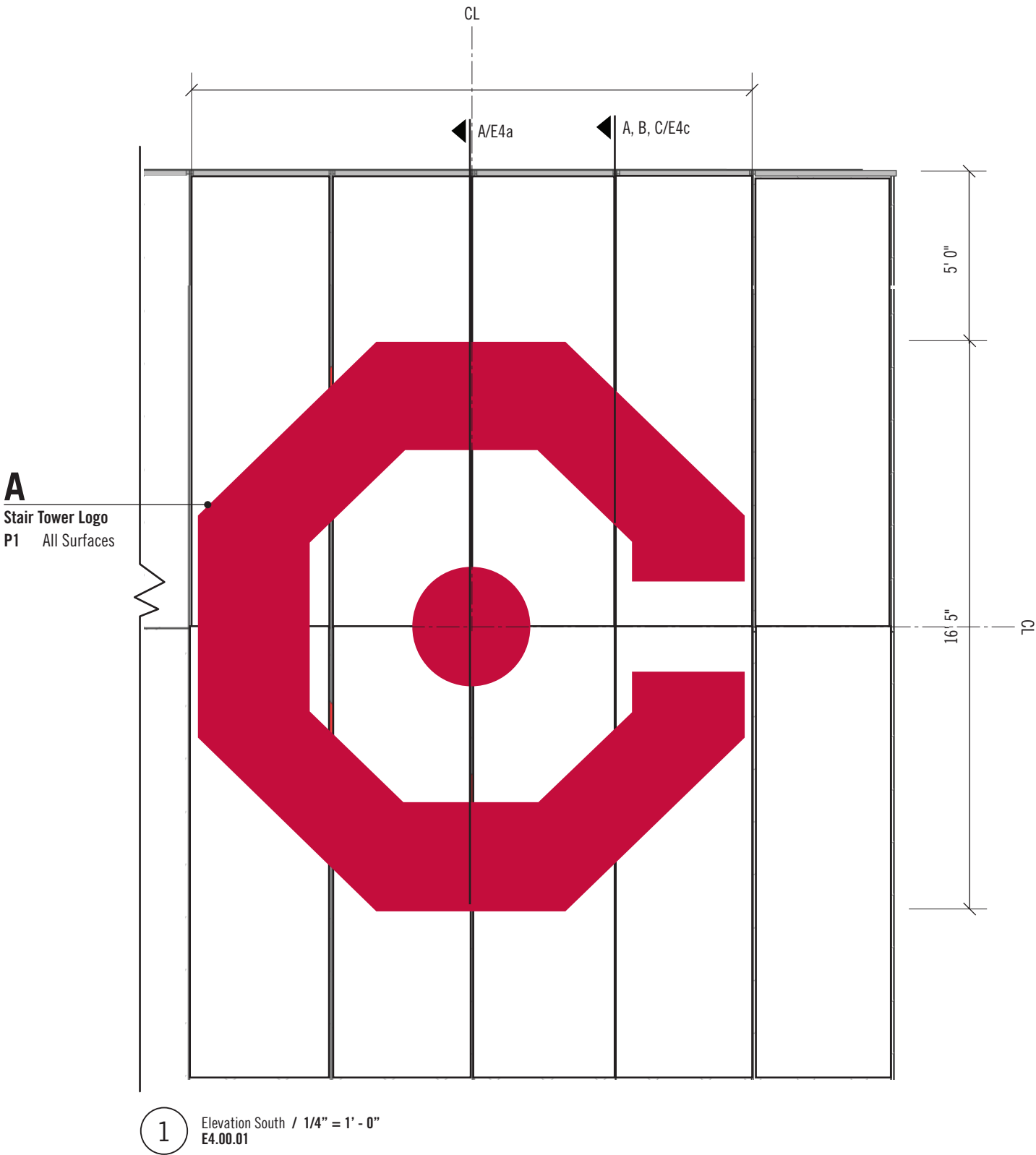
A Logo Cabinet:
Fabricated Form of not less than 0.125" aluminum with internal structure as required. Configured with internal LED Illumination. Full welded construction. All seams to be tight with no visible joints or gaps. Paint finish all visible surfaces as indicated and inside of cabinet with Matthews 281 500SP high reflective white paint or equivalent. Translucent white FlexFace with translucent vinyl overlay as indicated. Mechanically attach FlexFace to aluminum retainers. Retainer to extend to the outside of full Logo (retainer size as required, no less than indicated).

Logo: To be provided by Designer.

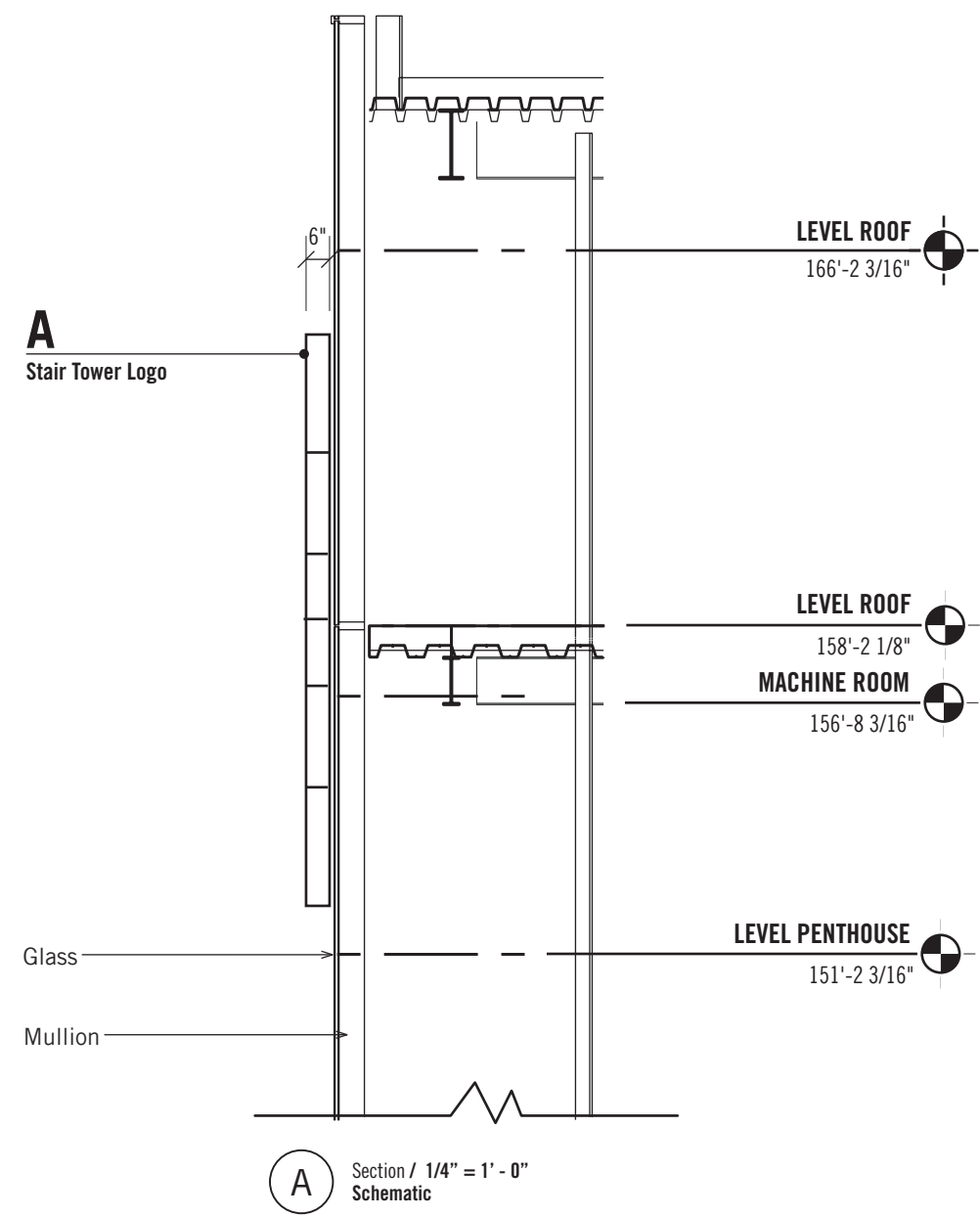
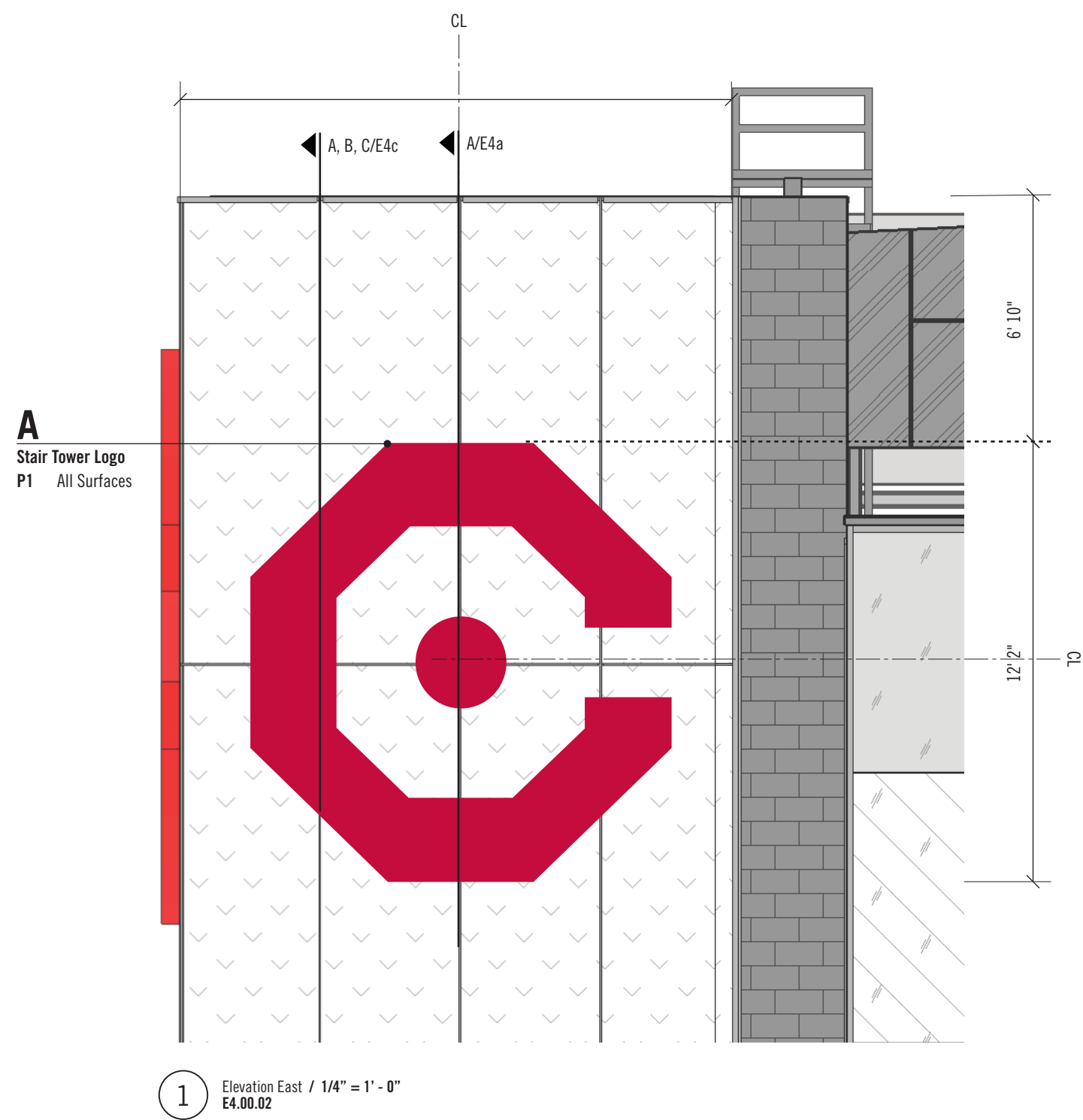
Illumination:
Internal Agilight / Sloan / GelCore or equivalent brand LED modules, configured to provide bright and even internal illumination across graphic elements. Power supply to be located inside of cabinet. Incorporate low profile photocell disconnect at top of cabinet. Provide all hardware required for successful installation and make all final electrical hook-ups.

Power:
Primary power to be located in concealed location of stairwell. Conduit to logo and letterforms to be continuous from wireway to letter and painted to match spandrel glass color. Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

Structural Engineering:
REQUIRED. Design shown is schematic. Structural engineering is delegated design to the sign contractor. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.



Mark	Description	Date

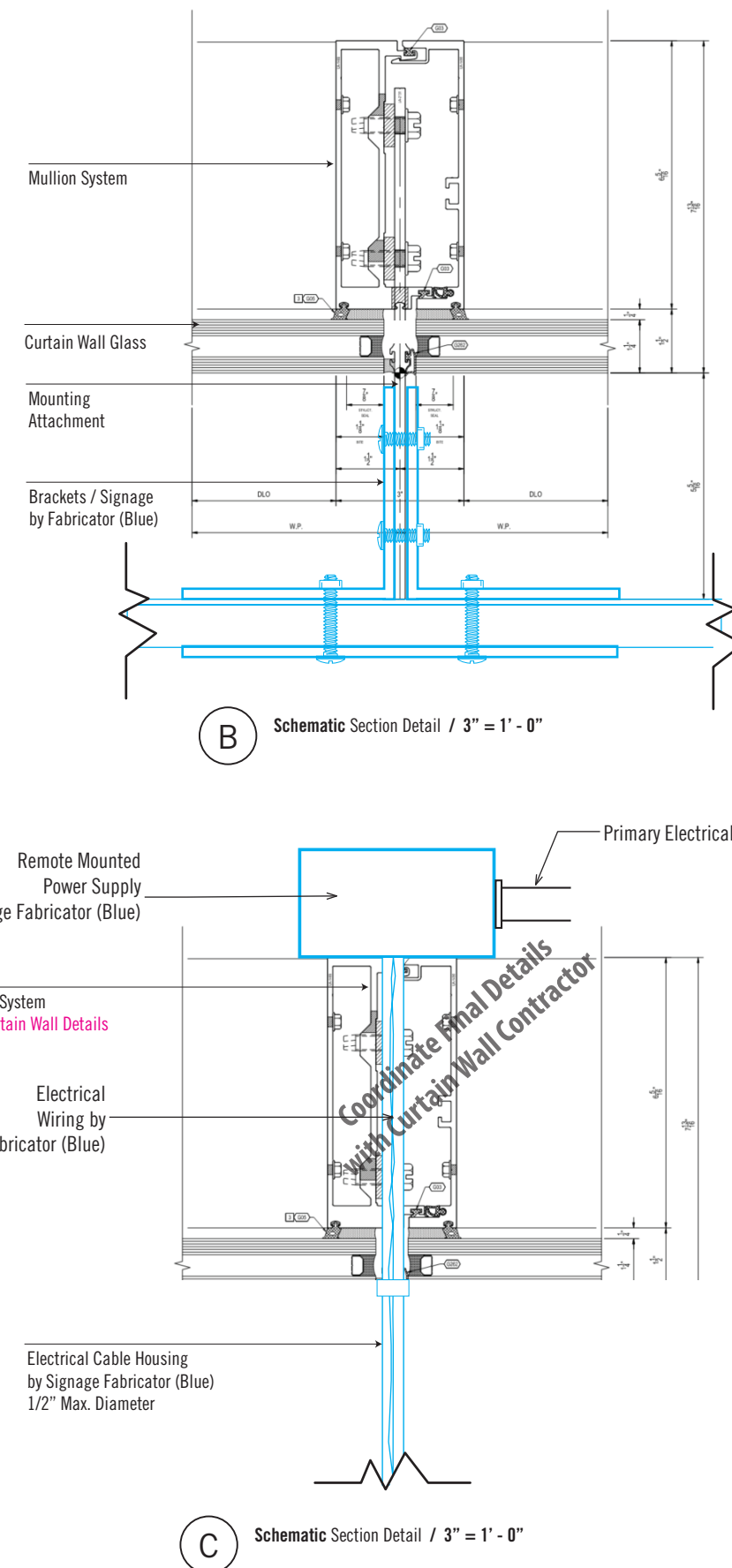
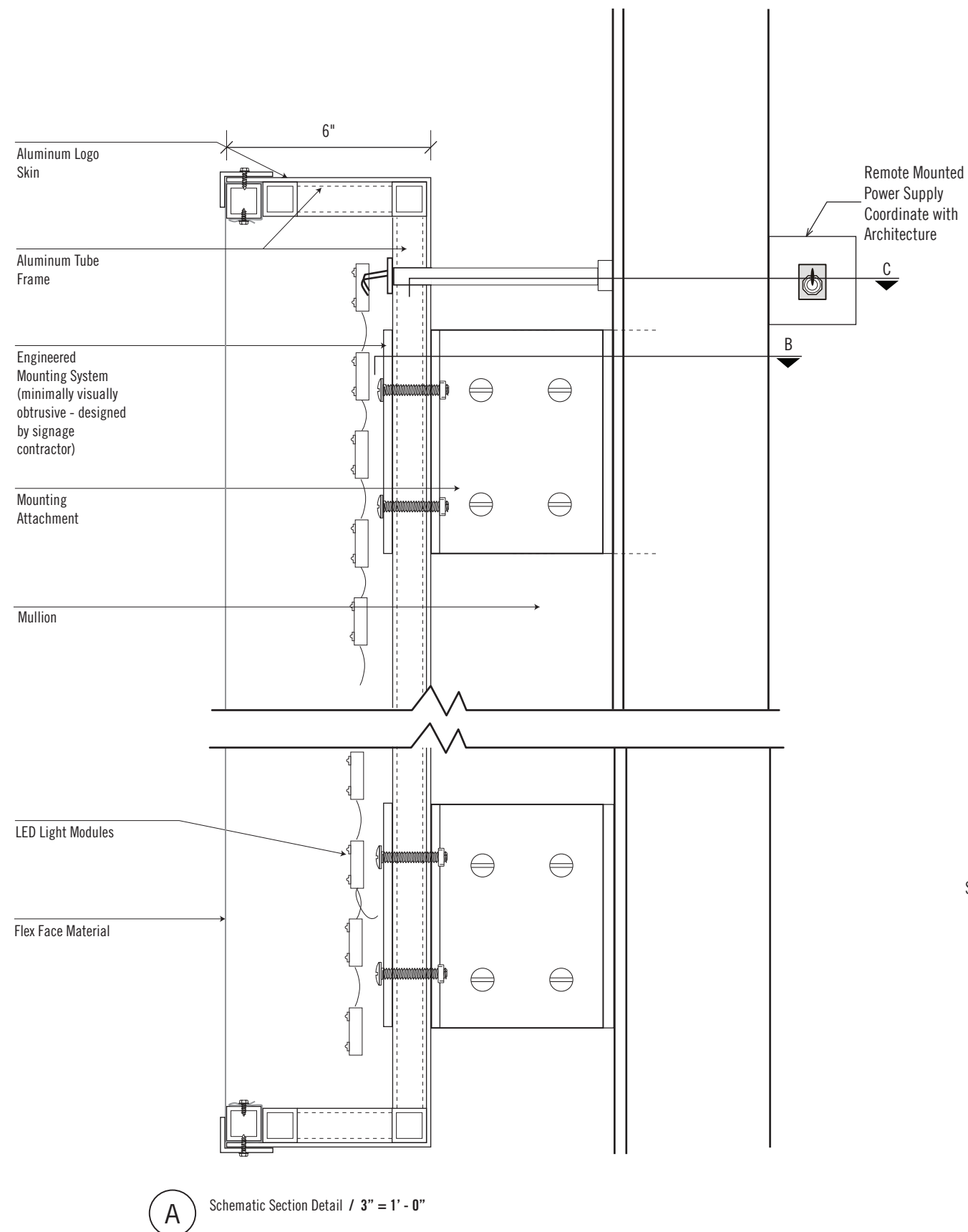


Mark	Description	Date

Stair Tower Logos

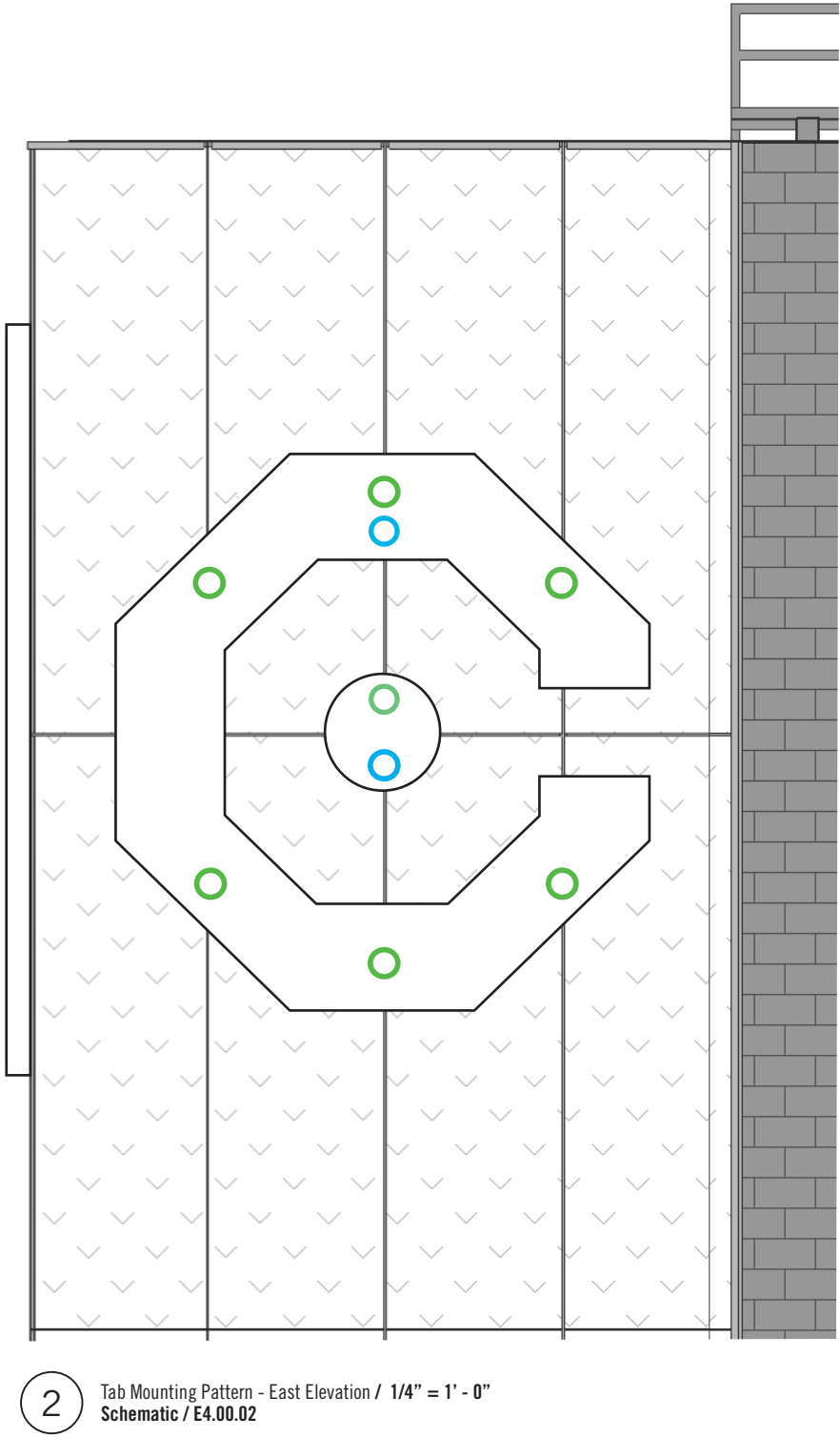
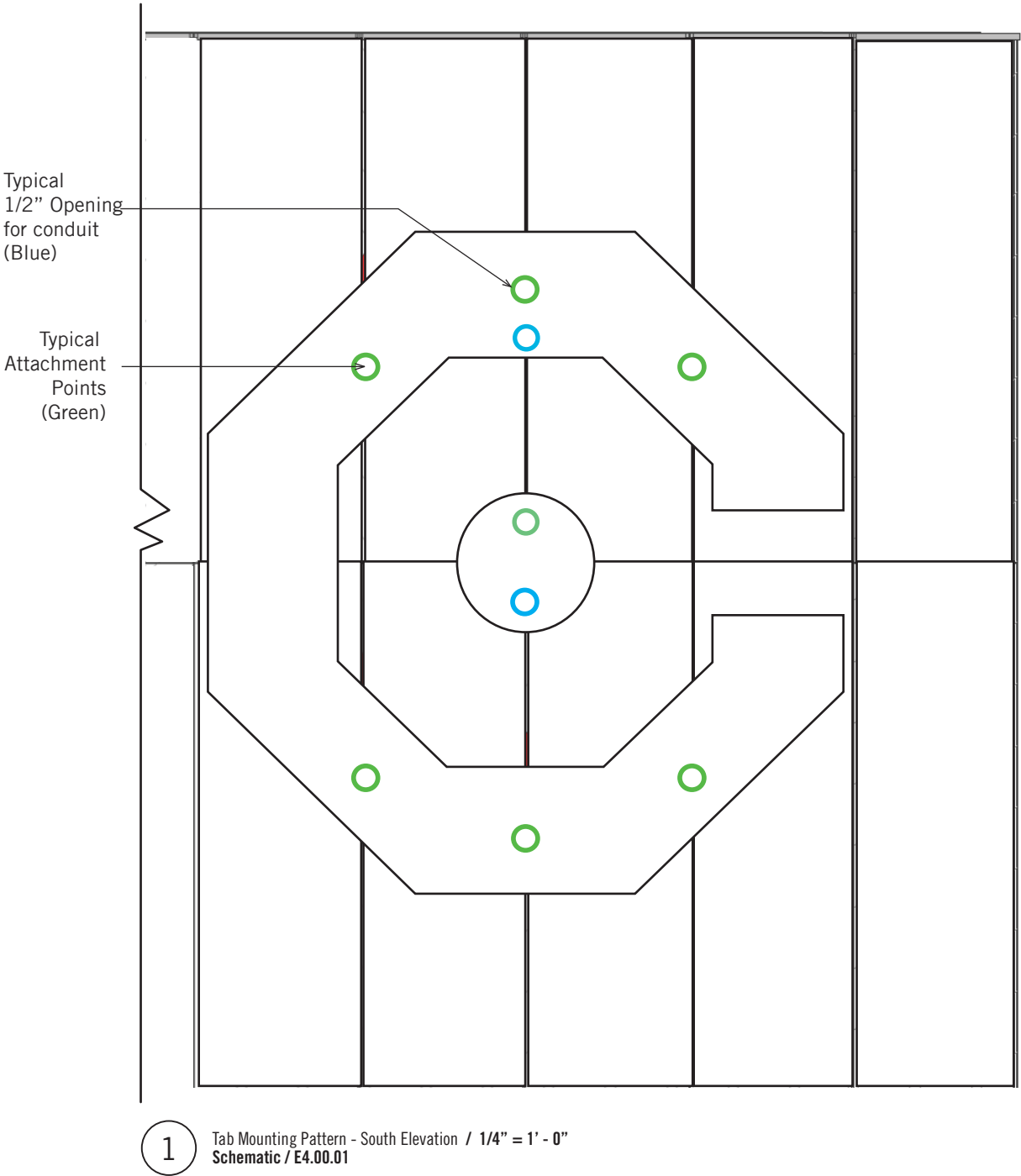
E4

Notes and callouts of all elements as shown on W3.E4a thru W3.E4e.

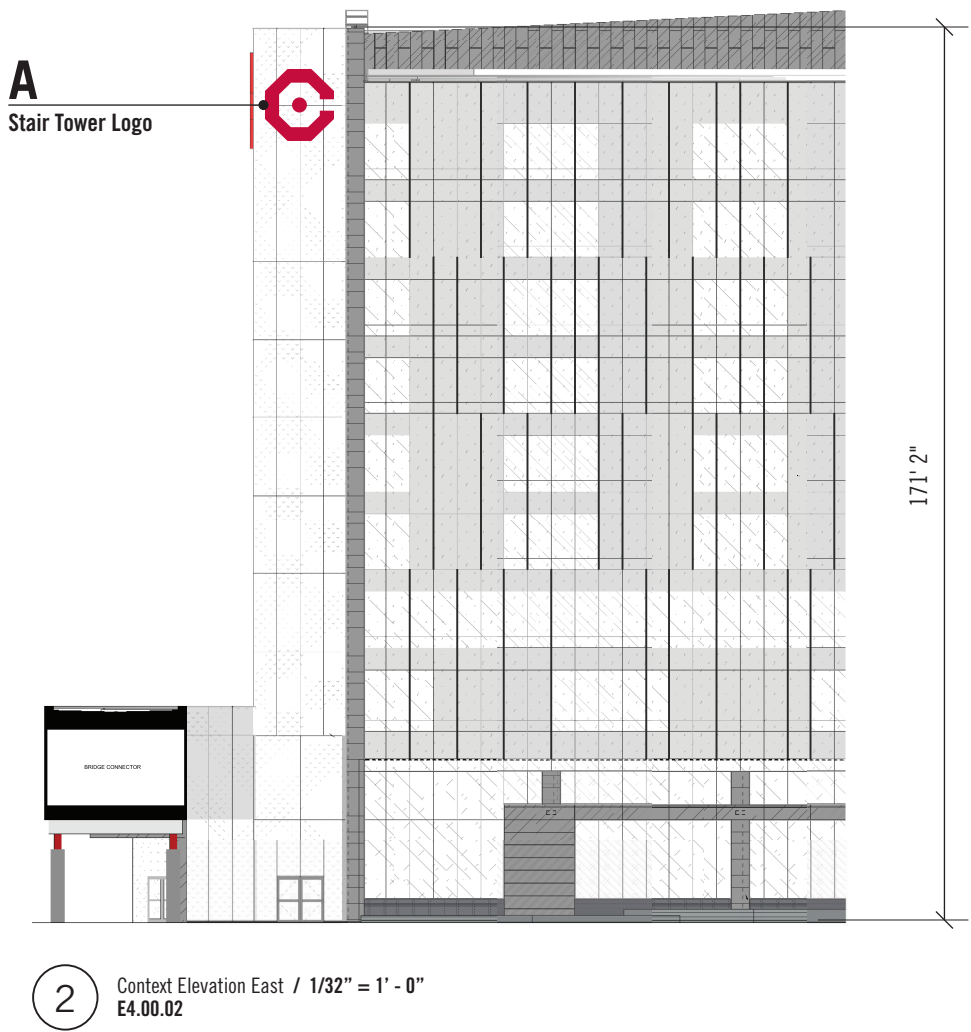
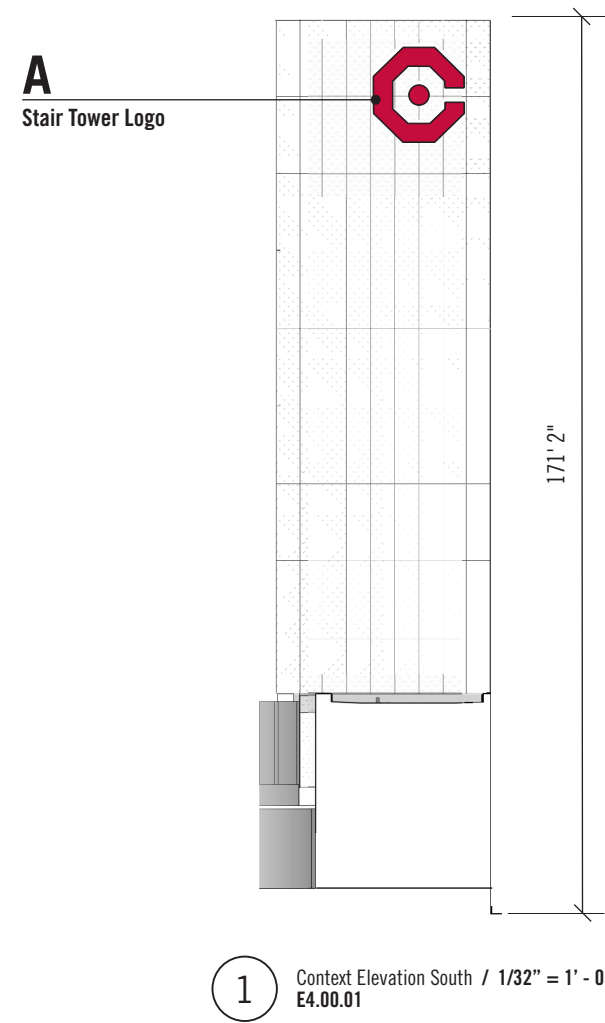


Mark	Description	Date

MOUNTING & POWER
Schematic



Mark	Description	Date



Mark	Description	Date

Notes and callouts of all elements as shown on W3.E5a thru W3.E5d.

A Letterforms:
Fabricated aluminum channel letters of sufficient thickness for application (not less than 0.125" Back and 0.080" Returns). Internal structure as required. Returns and aluminum trim configured to hold acrylic securely. All welded construction, tight seamless appearance at all joints. Interior surface of the letter to be painted high reflective white. 0.1875" Thick translucent acrylic faces. Maintain full typographic stroke with retainer extending to the outside of the letter. Backs of letterforms to be singular sheet aluminum, no seams, painted to match returns.

B Railing System:
2" x 2" aluminum tube, length as required, to span letterforms as indicated and painted to blend in with vision glass color. Full welded construction. Mechanically attach letterforms to raceway. Mechanically fasten raceway to mounting attachment.

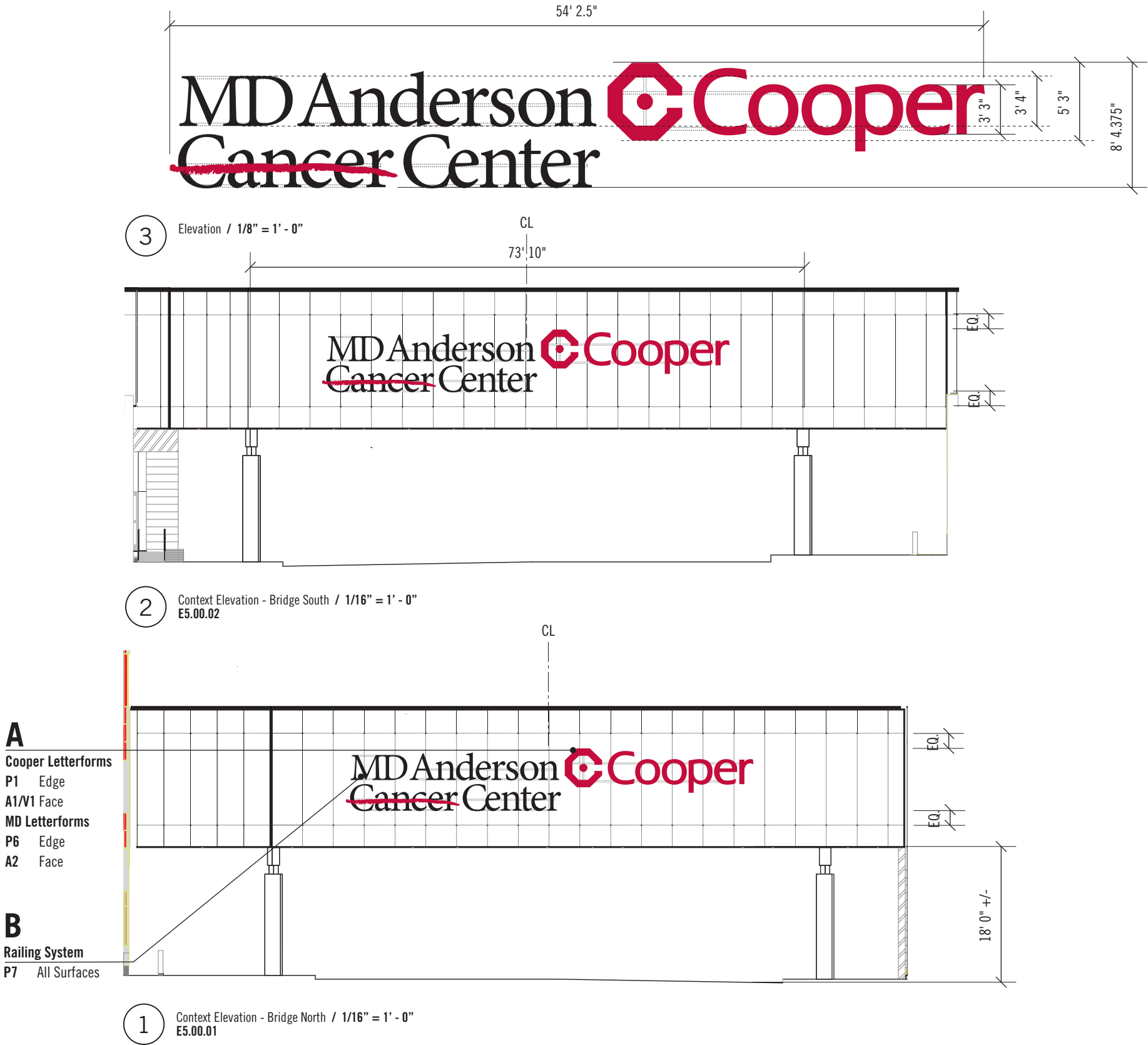
Logo: To be provided by Designer

Illumination:
Internal Agilight / Sloan / GelCore or equivalent brand LED modules, configured to provide bright and even internal illumination across graphic elements. Power supply to be located inside of cabinet. Incorporate low profile photocell disconnect at top of cabinet. Provide all hardware required for successful installation and make all final electrical hook-ups.

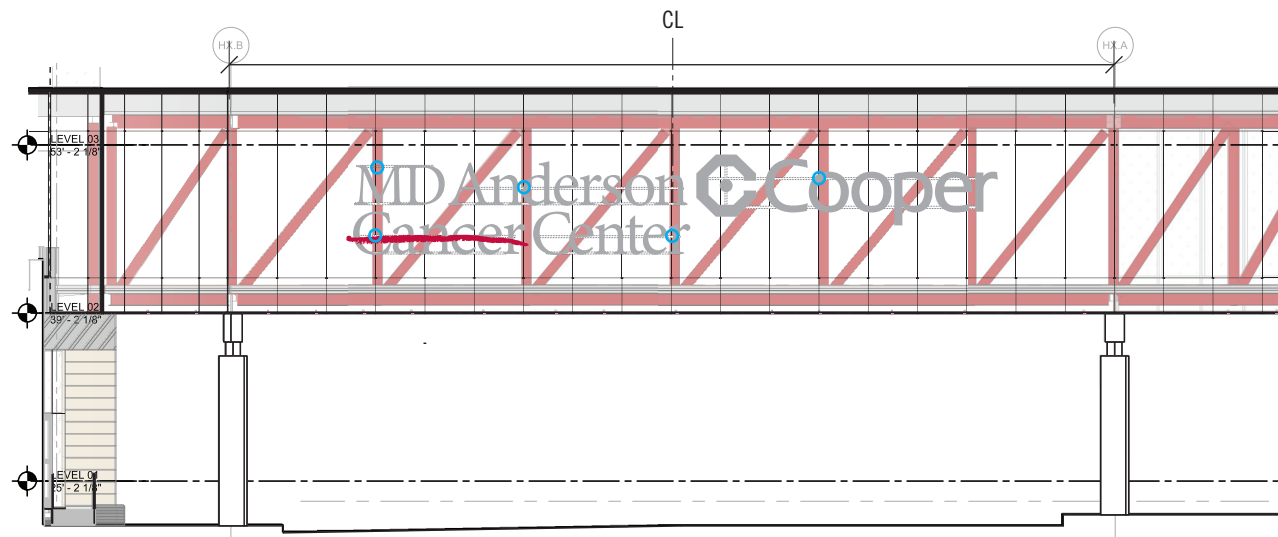
Power:
Primary power to be located in concealed location of bridge walkway. Conduit to logo and letterforms to be continuous from wireway to letter and painted to match spandrel glass color. Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

Installation:
Mechanically attach logo and letterform assemblies to curtainwall attachment plates provided by others. Ensure sign assembly is level, plumb and secure.

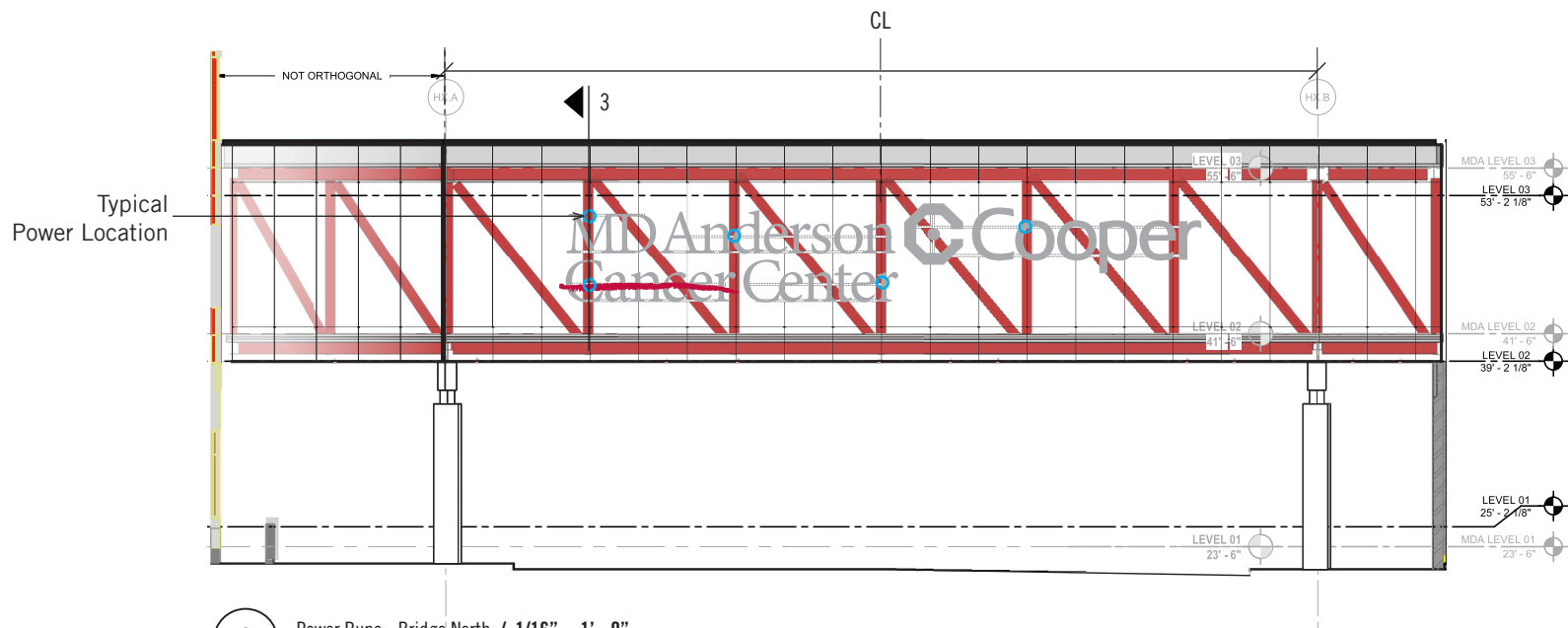
Structural Engineering:
REQUIRED. Design shown is schematic. Structural engineering is delegated design to the sign contractor. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.



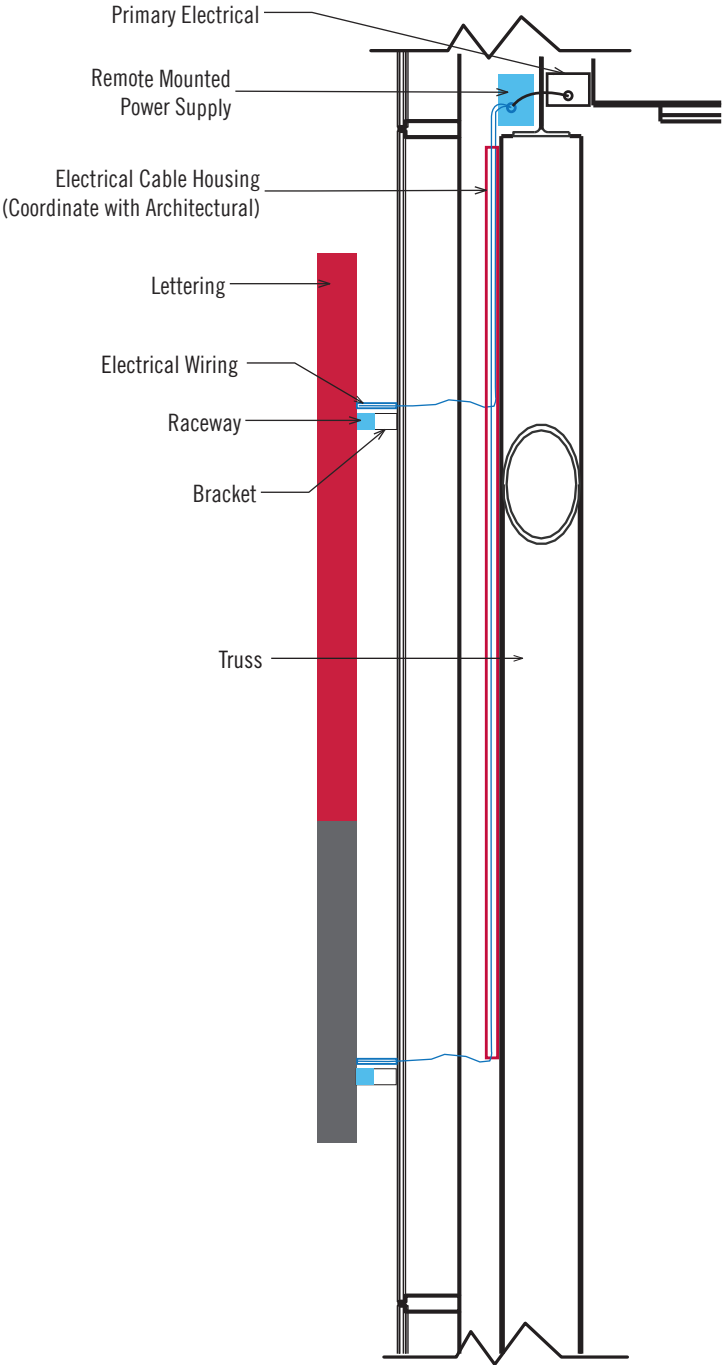
Mark	Description	Date



2 Power Runs - Bridge South / 1/16" = 1' - 0"
E5.00.02

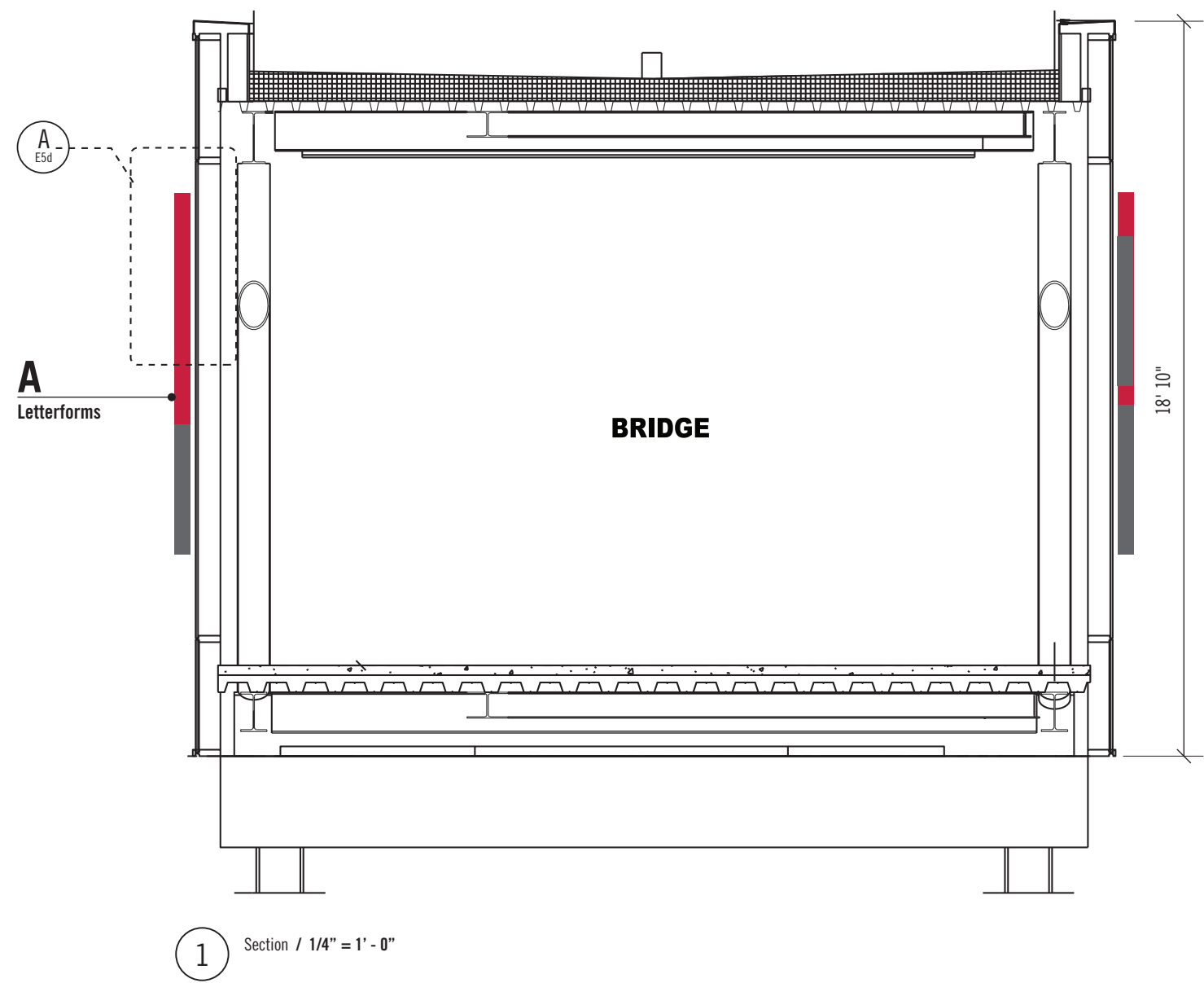


1 Power Runs - Bridge North / 1/16" = 1' - 0"
E5.00.01



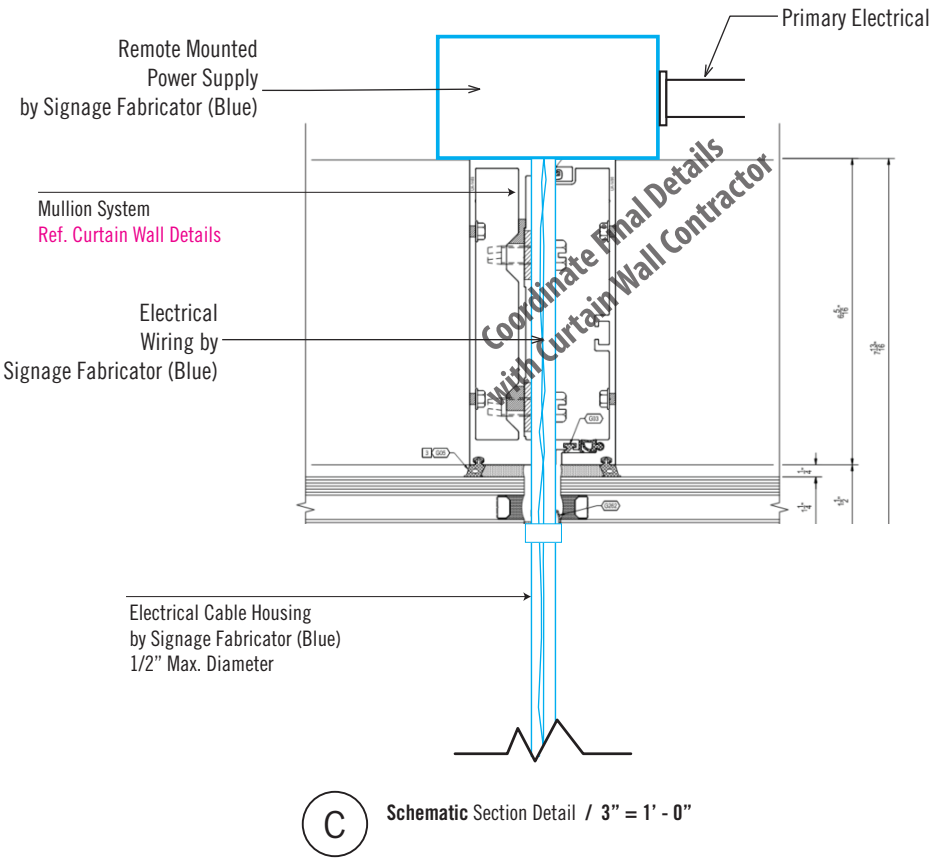
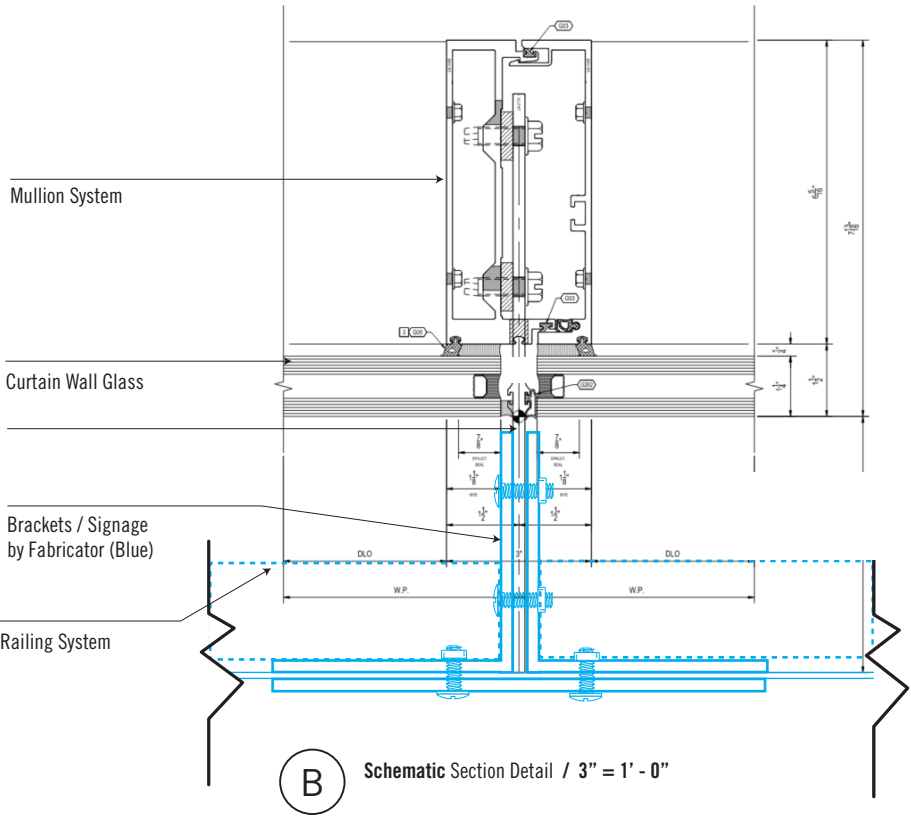
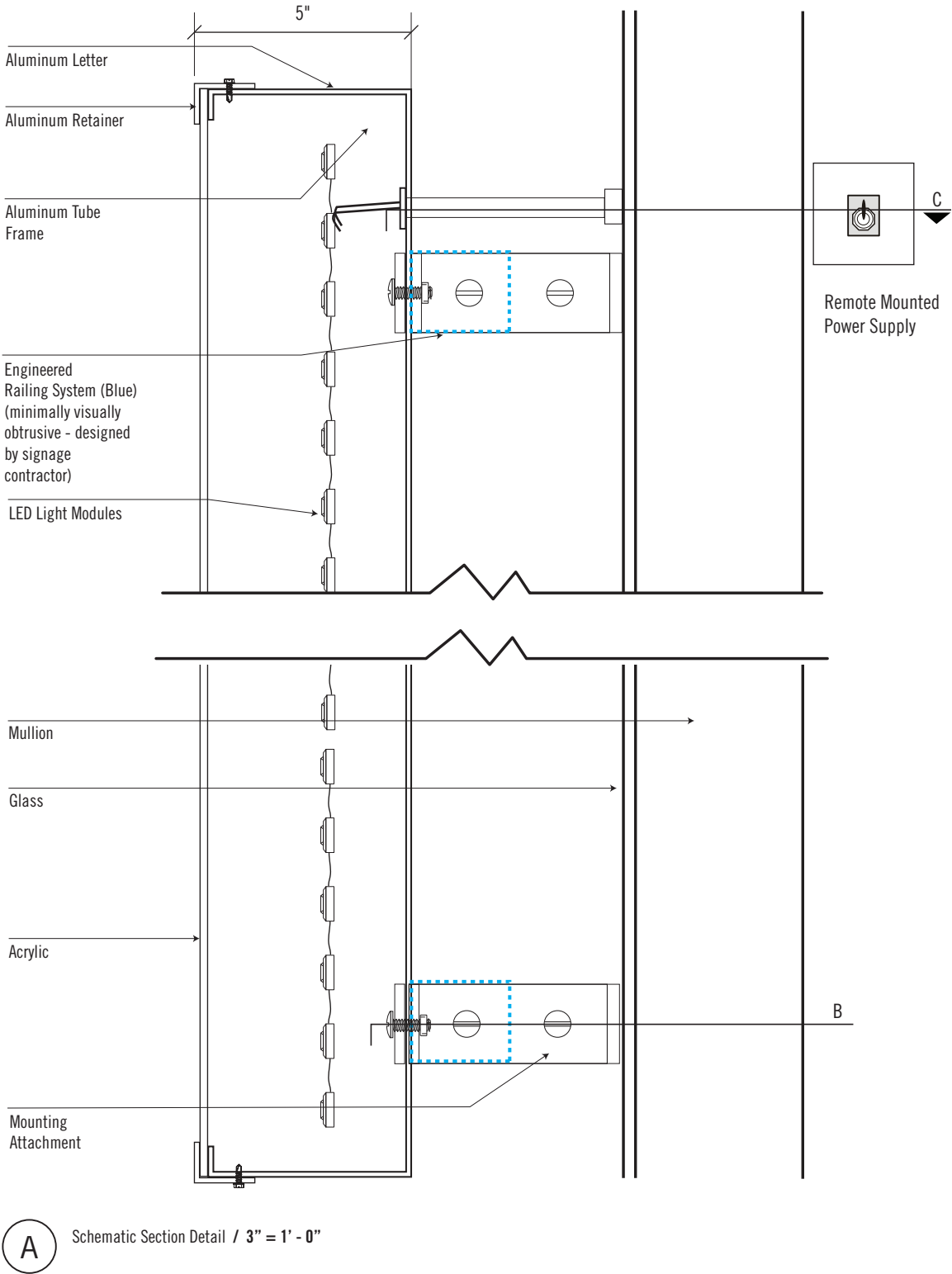
3 Section / 1/2" = 1' - 0"
Schematic

Mark	Description	Date



Mark	Description	Date

Notes and callouts of all elements as shown on W3.E5a thru W3.E5d.



Mark	Description	Date

Notes and callouts of all elements as shown on W3.E6a thru W3.E6c.

NOTE: SIGN CONTRACTOR TO FIELD SURVEY EXISTING CONDITIONS INCLUDING ALL DIMENSIONS AND PROVIDE IN SHOP DRAWINGS FOR OWNER/DESIGNER REVIEW.

A Logo / Letterforms:
Fabricated Form of not less than 0.125” aluminum with internal structure as required. Configured with internal LED illumination. Full welded construction. All seams to be tight with no visible joints or gaps. Paint finish all visible surfaces as indicated and inside of cabinet with Matthews 281 500SP high reflective white paint or equivalent. Translucent white FlexFace with translucent vinyl overlay as indicated. Alternate of translucent white acrylic is acceptable if there are no seams. Mechanically attach FlexFace and aluminum retainers. Retainer to extend to the outside of full Logo (retainer size as required, no less than indicated).

Logo:
To be provided by Designer.

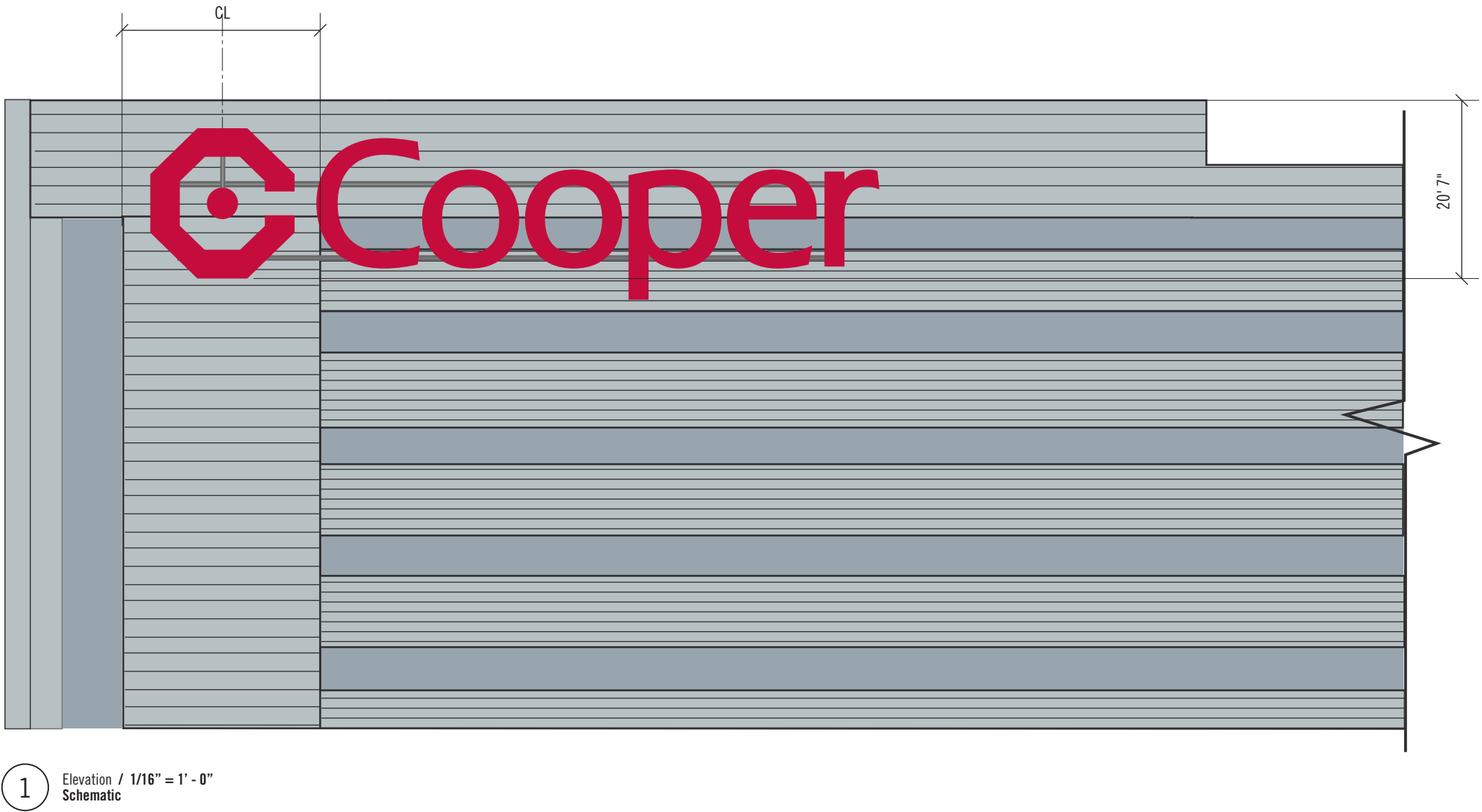
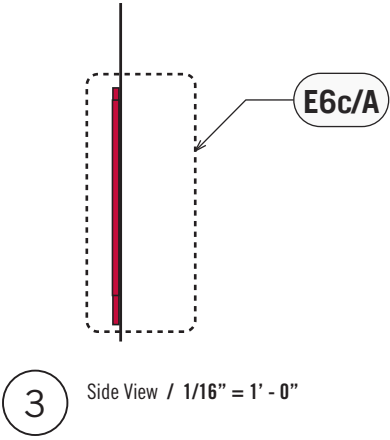
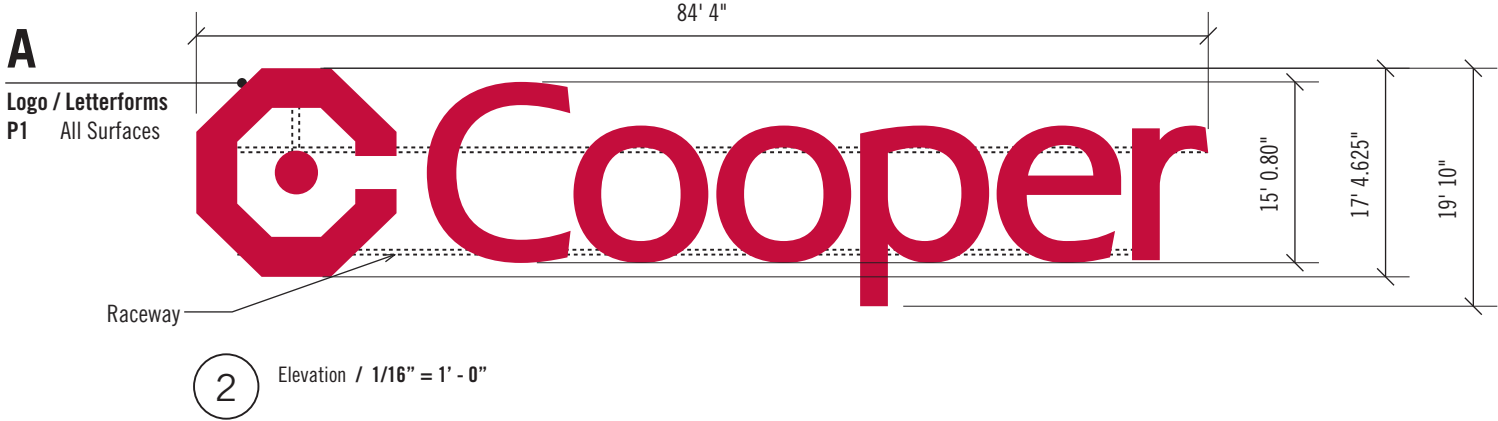
B Raceway:
4” x 4” aluminum tube, length as required, to span letterforms as needed and painted to match building facade. Full welded construction. Mechanically attach letterforms to raceway.

Illumination:
Internal Agilight / Sloan / GelCore or equivalent brand LED modules, configured to provide bright and even internal illumination across graphic elements. Power supply to be located inside of cabinet. Incorporate low profile photocell disconnect at top of cabinet. Provide all hardware required for successful installation and make all final electrical hook-ups.

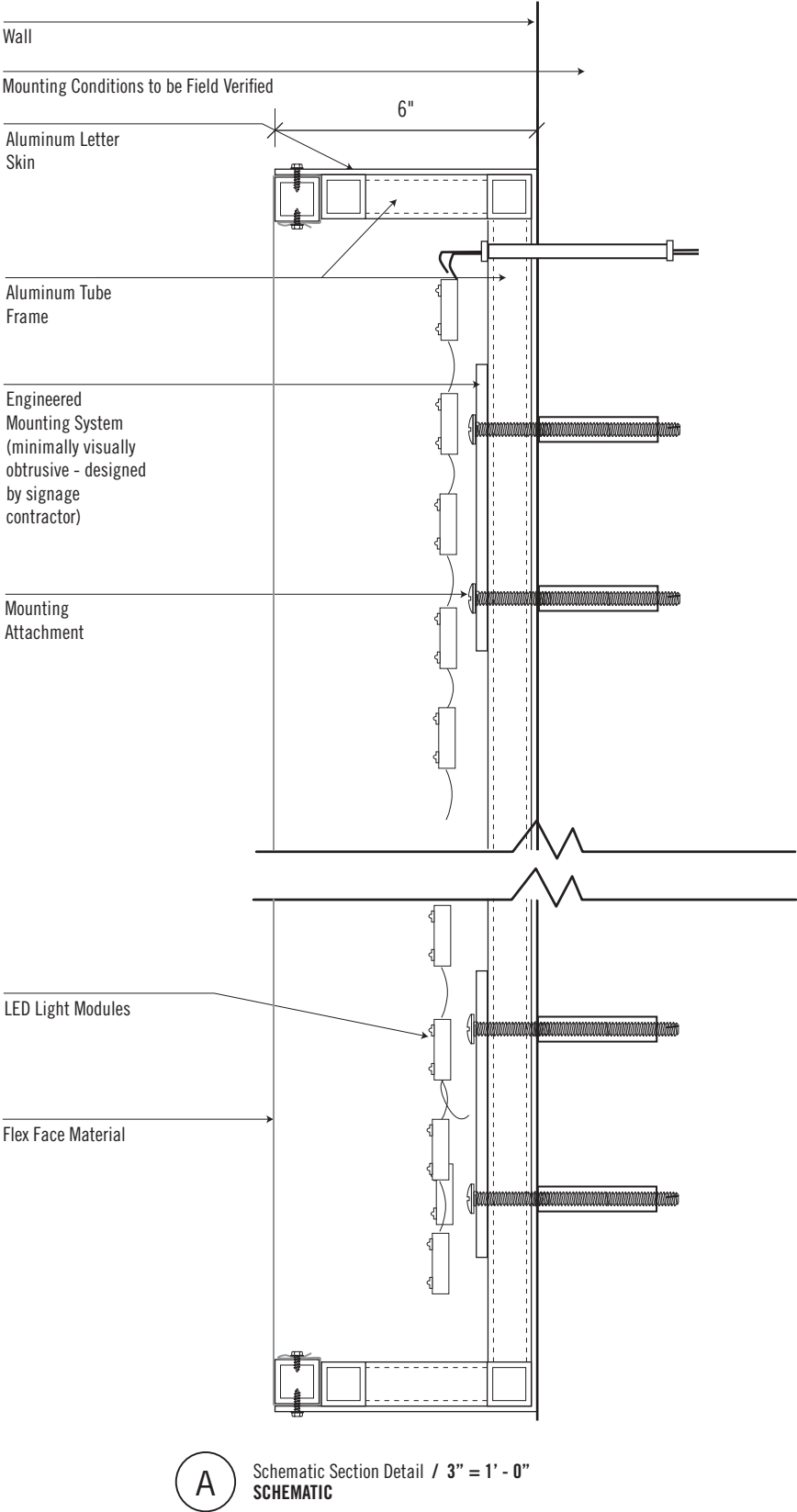
Power:
Primary power to be located on roof in weather resistant raceway. Conduit to Logo and Letterforms to be continuous from raceway to letter and painted to match spandrel glass color. Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

Installation:
Mechanically attach logo and letterform to existing structure based on field verification of conditions. Ensure sign assembly is level, plumb and secure. Seal reveals between assembly and masonry with weatherproof sealant appropriate for conditions.

Structural Engineering:
REQUIRED. Design shown is schematic. Structural engineering is delegated design to the sign contractor. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.



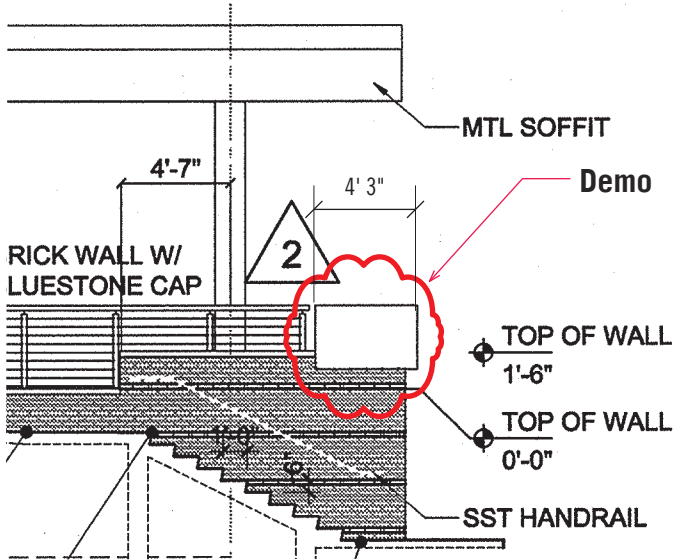
Mark	Description	Date



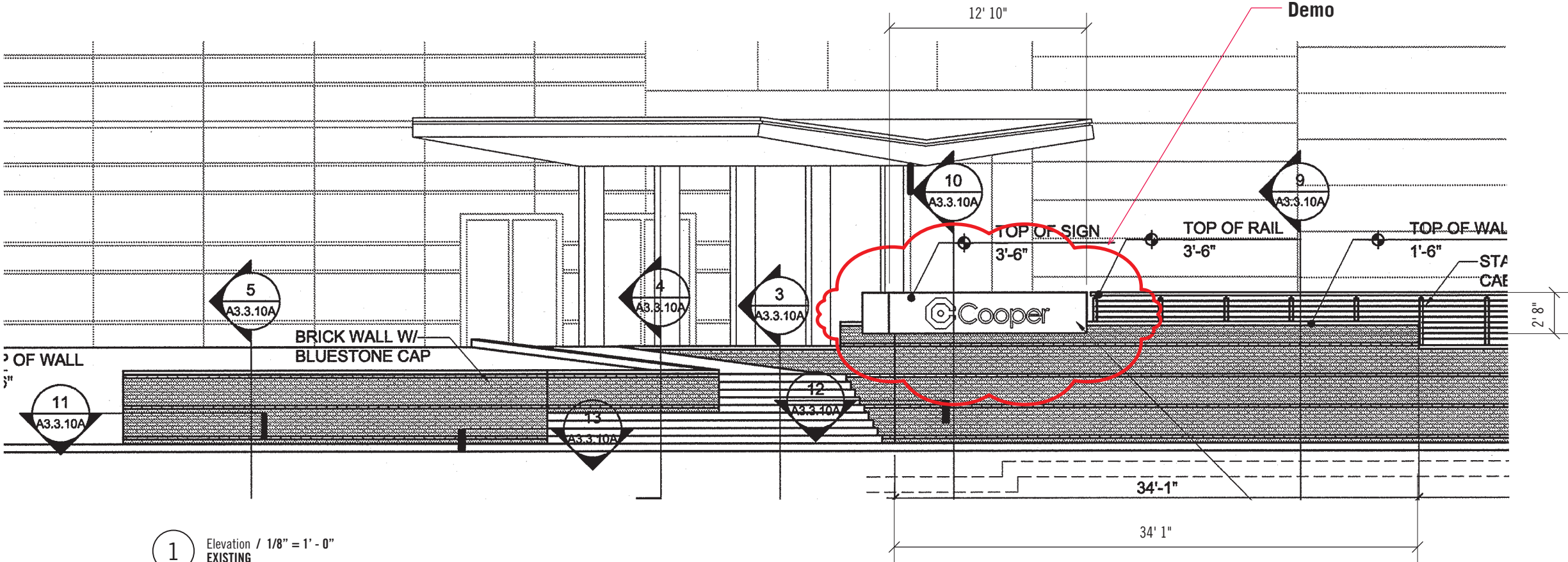
Mark	Description	Date

Notes and callouts of all elements as shown on W3.E7a thru W3.E7c.

Demolition:
Remove and haul off existing illuminated sign cabinet taking caution to avoid any facade damage. Cap all electrical hook-ups and seal all penetrations with weatherproof sealant as approved by Architect.



2 Side View / 1/8" = 1' - 0"
EXISTING



1 Elevation / 1/8" = 1' - 0"
EXISTING

Mark	Description	Date

Replacement Main Entrance Identity **E7**

Notes and callouts of all elements as shown on W3.E7a thru W3.E7c.

NOTE: BRICK WALL WITH RECESSED SMOOTH BRICK INSET BY OTHERS IN DEVELOPMENT. PRICE FOR HALO ILLUMINATED LETTERING & ELECTRICAL CONNECTION ONLY.

A Halo-Illuminated Letters:
Fabricated Aluminum reverse channel halo illuminated letters of sufficient thickness for application (not less than 0.125" faces and Returns). All welded construction, tight seamless appearance at all joints. Incorporate .1875" clear Lexan back. Paint finish all visible surfaces as indicated. Provide graffiti coating.

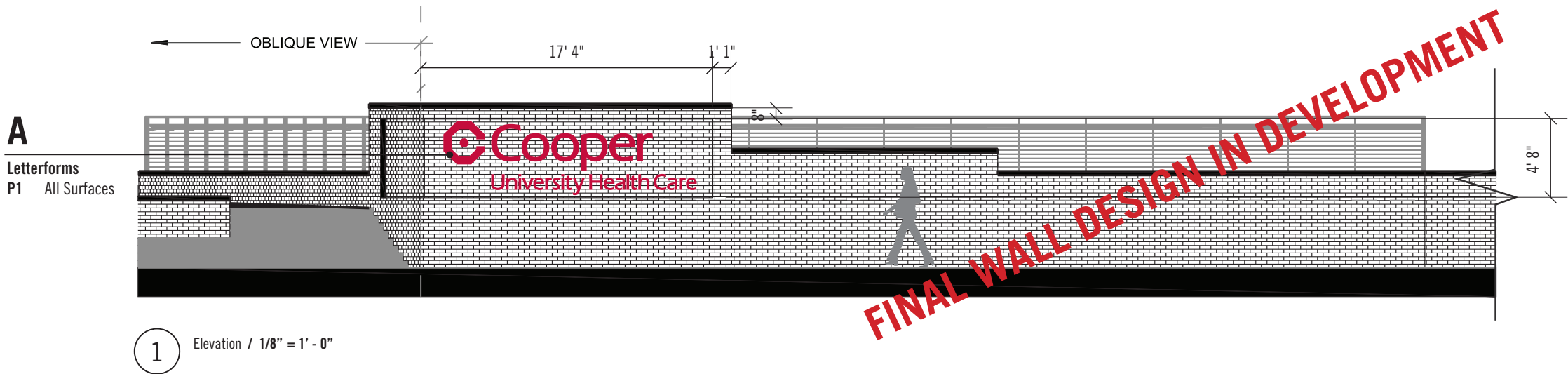
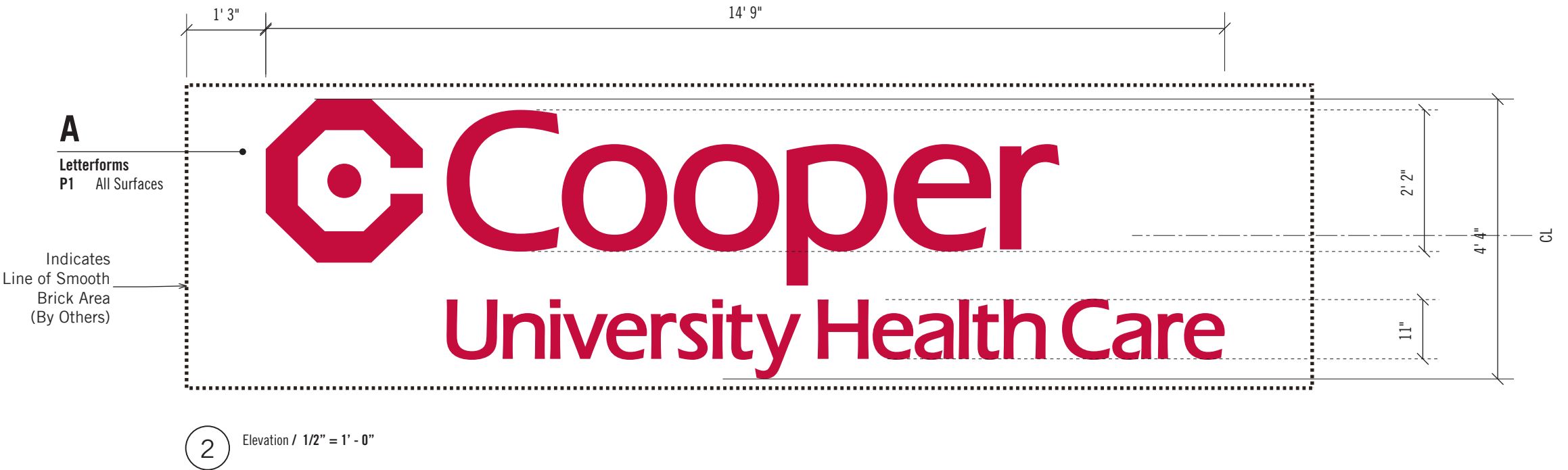
Logo:
To be provided by Designer.

Illumination:
Internal Agilight / Sloan / GelCore or equivalent brand LED modules, configured to provide bright and even halo illumination across graphic elements. Power supply location to be determined with final wall design. Incorporate low profile photocell disconnect at back of wall. Provide all hardware required for successful installation and make all final electrical hook-ups.

Power:
Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

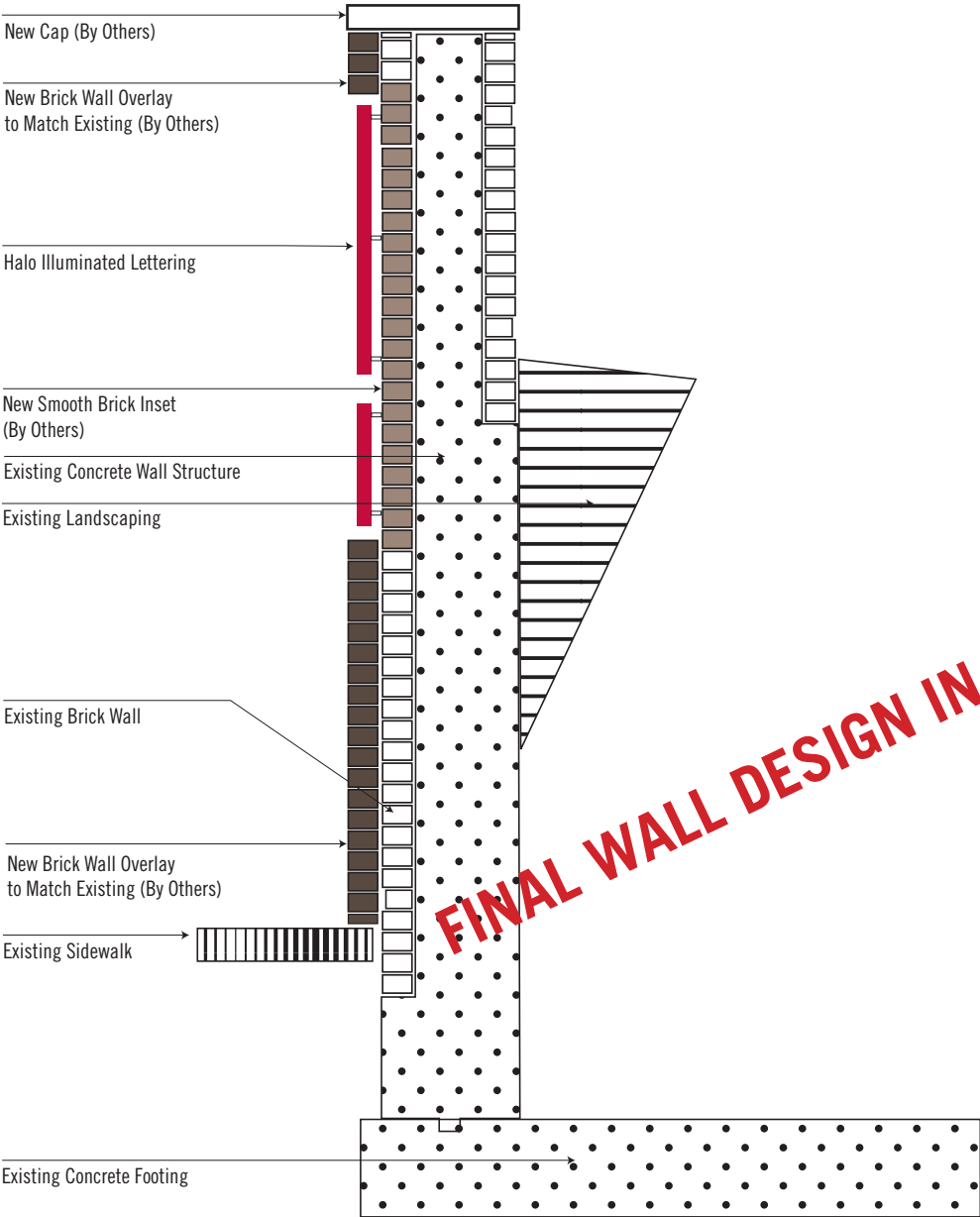
Installation:
Mechanically fasten letterforms to brick wall structure with 1.5" standoffs. Ensure sign assembly is level, plumb and secure.

Structural Engineering:
REQUIRED. Provide sealed structural engineering drawings and calculations per requirements of Project Specifications.



Mark	Description	Date

Notes and callouts of all elements as shown on W3.E7a thru W3.E7c.



A Schematic Section Detail / 1/2" = 1' - 0"
SCHEMATIC

FINAL WALL DESIGN IN DEVELOPMENT

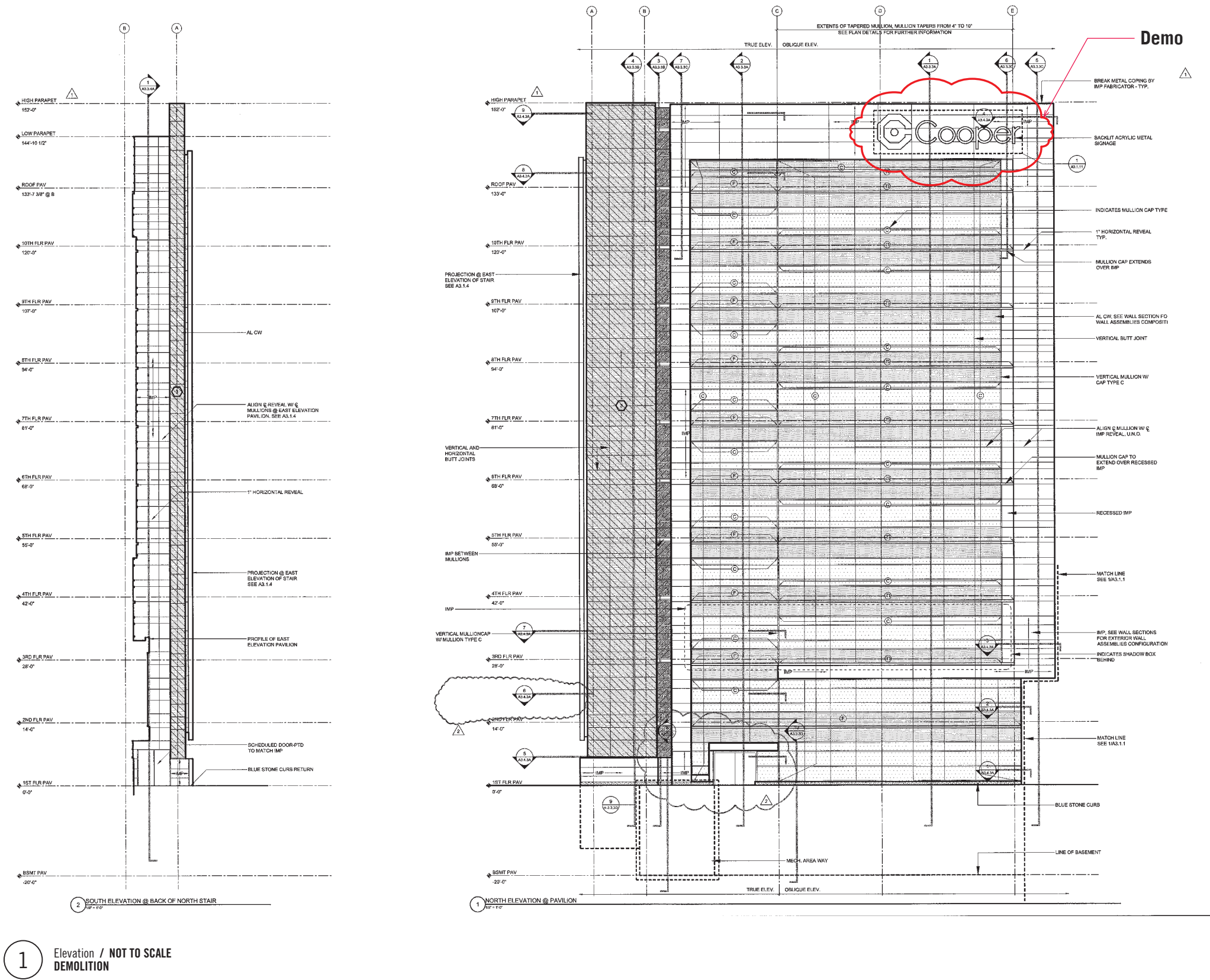


2 Rendering / Not to Scale

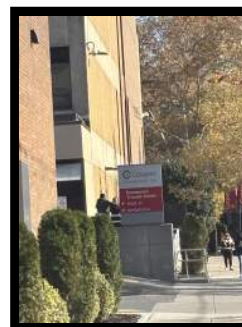
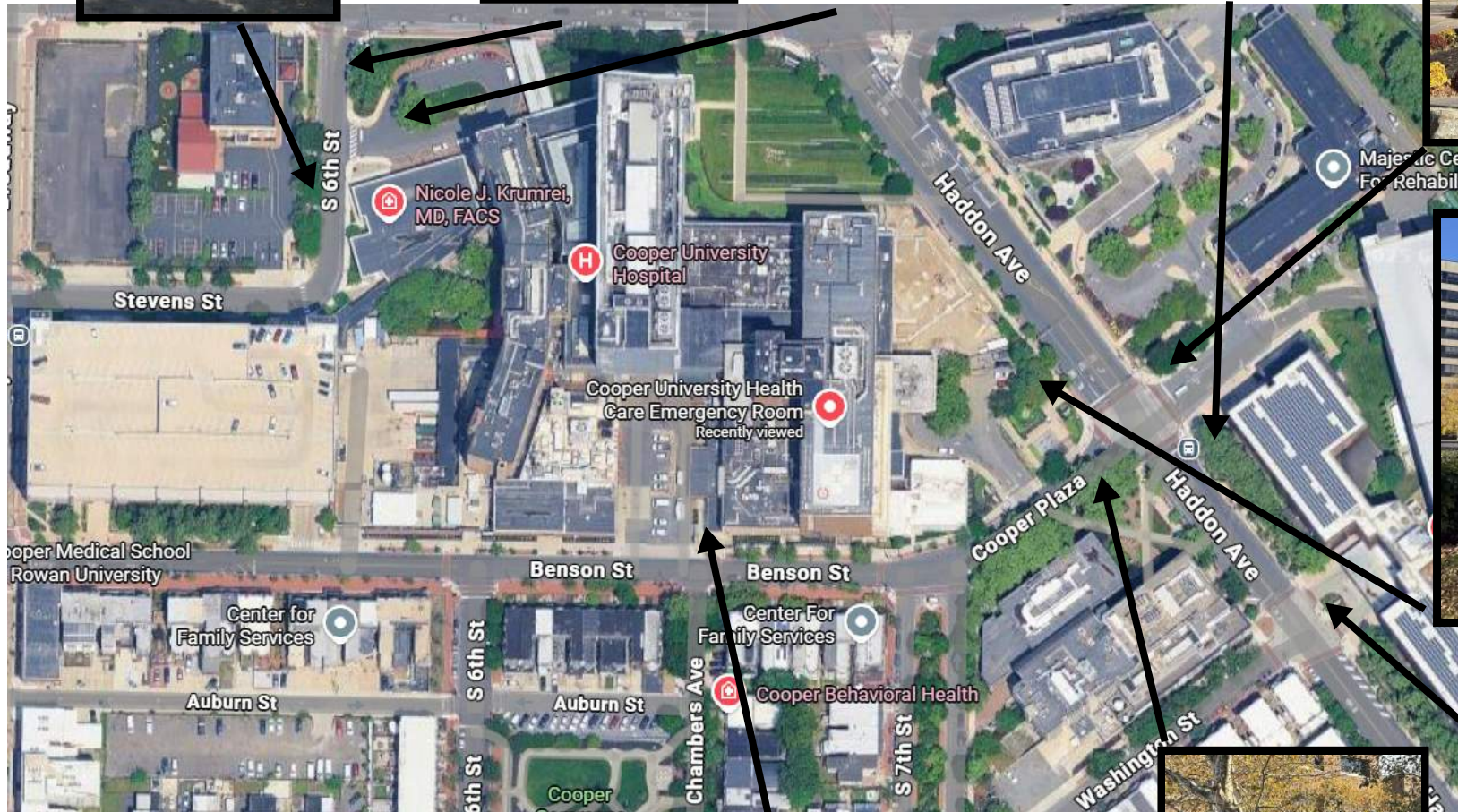
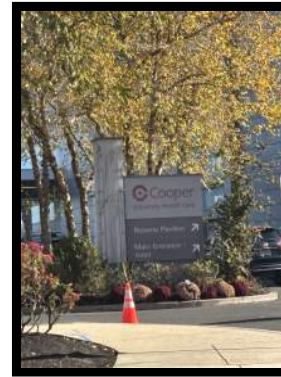
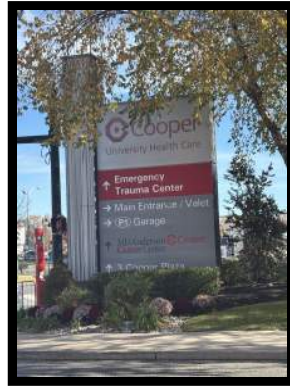
Mark	Description	Date

Notes and callouts of all elements as shown on W3.E8a.

Demolition:
Remove and haul off existing illuminated letterforms. Survey locations of all mounting devices and electrical hook-up locations for possible re-use. Cap all electrical hook-ups and seal all penetrations with weatherproof sealant appropriate for conditions.



Mark	Description	Date



EXISTING FREESTANDING
DIRECTIONAL SIGNS TO REMAIN.

SIGN CONTRACTOR TO PROVIDE
UNIT PRICE TO REPLACE TWO (2)
PANELS ON ONE SIGN. OWNER WILL
DECIDE THE NUMBER OF SIGNS TO
BE REFURBISHED AT A LATER DATE.



Panel to be replaced with new CUHC logo

Panel to be replaced with new garage naming

Sign Type **E1:** Replacement Directional - Large

Sign Number	Arch. Room No.	Location Plan	Side Arw.	Legend	Remarks
E1.00.01		W2.00a		(CUHC) ← Emergency Trauma Center → Main Entrance/Valet ← MD Anderson Cancer Center ← Cooper Medical School of Rowan University	Qty: 1

Sign Type **E2:** Building Signature Identity

Sign Number	Arch. Room No.	Location Plan	Side Side	Arw. Arw.	Legend	Remarks
E2.00.01		W2.00a			NOT USED	Qty: 1 Removed from set. 10/27/25

Sign Type **E3:** Signature Identity

Sign Number	Arch. Room No.	Location Plan	Side Side	Arw. Arw.	Legend	Remarks
E3.00.01		W2.00a			(CC)	Qty: 1

Sign Type **E4:** Stair Tower Logo

Sign Number	Arch. Room No.	Location Plan	Side Side	Arw. Arw.	Legend	Remarks
E4.00.01		W2.00a			(C)	Qty: 1
E4.00.02		W2.00a			(C)	Qty: 1

Sign Type **E5:** Bridge Identity

Sign Number	Arch. Room No.	Location Plan	Side Arw.	Legend	Remarks
E5.00.01		W2.00a		(MDCU)	Qty: 1
E5.00.02		W2.00a		(MDCU)	Qty: 1

Sign Type **E6:** Replacement Building Mounted Identity

Sign Number	Arch. Room No.	Location Plan	Side Arw.	Legend	Remarks
E6.00.01		W2.00a		(CC)	Qty: 1

Sign Type **E7:** Replacement Main Entrance Identity

Sign Number	Arch. Room No.	Location Plan	Side Arw.	Legend	Remarks
E7.00.01		W2.00a		(CUHC)	Qty: 1

Sign Type **E8:** Demolition

Sign Number	Arch. Room No.	Location Plan	Side Side	Arw. Arw.	Legend	Remarks
E8.00.01		W2.00a			(CC)	Qty: 1 Demolition Only No Replacement