



Cooper University Health Care
Tower A
Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD
1909 Woodall Rodgers Fwy. Suite 415
Dallas, TX 75201
t: 214.661.6976

Mark	Description	Date

FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

Sheet Index

Table of Contents

Sheet 1

Sign Location Plans

Site Plan Street Level	W2.00a
Site Plan Roof Level	W2.00b

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

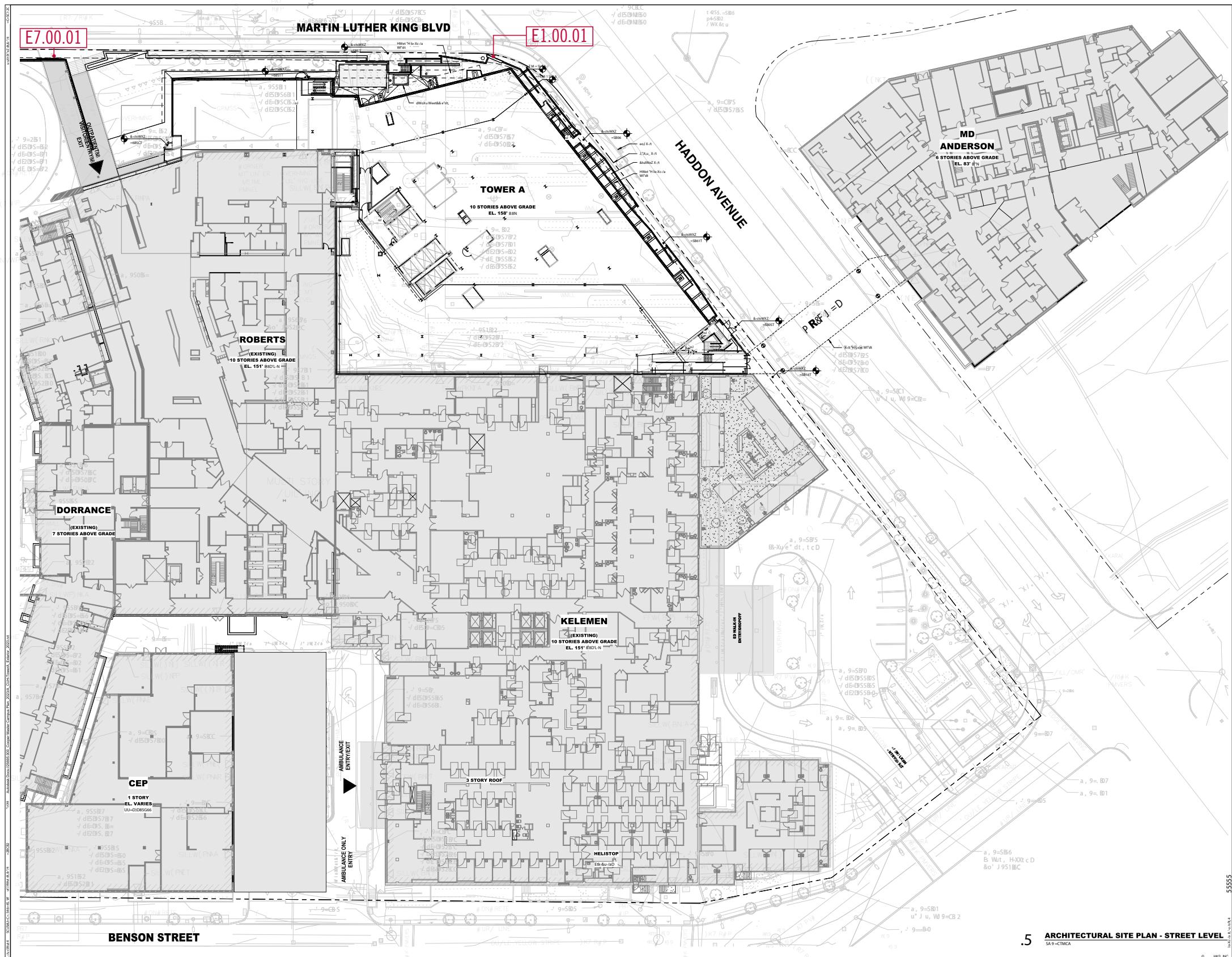
Project Manual / Specifications; section 101400 Exhibit A Message Schedule indicates text copy of individual signs.

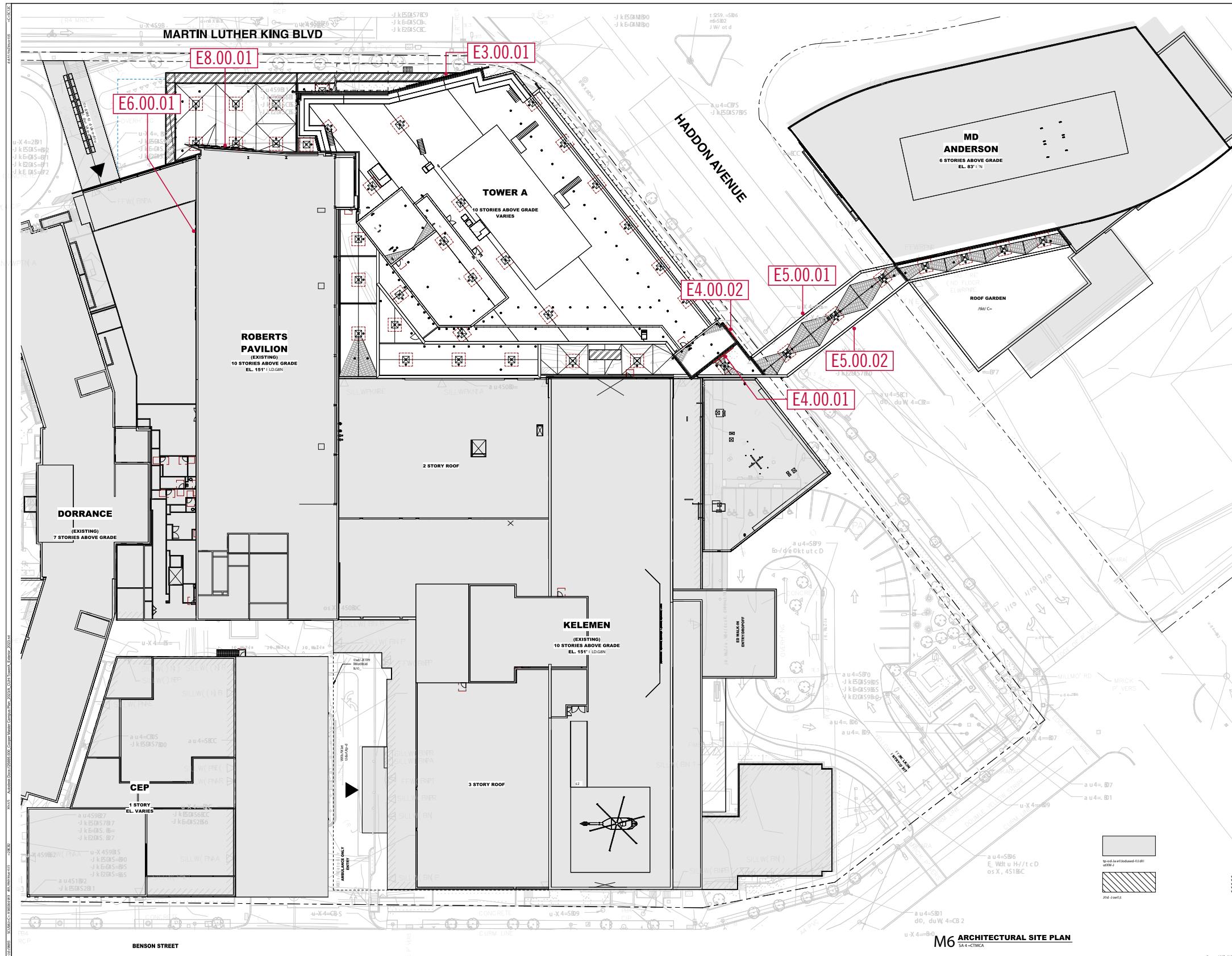
W2.00 series Signage Location Plans indicate location of individual signs.

Exterior Elements

Finish Schedule	W3.FSa
Typographic & Symbol Style Guide	W3.TSa
E1 Replacement Directional - Large	W3.E1a - .E1e
E3 Signature Identity	W3.E3a - .E3d
E4 Stair Tower Logo	W3.E4a - .E4e
E5 Bridge Identity	W3.E5a - .E5d
E6 Replacement Building Monument	W3.E6a - .E6c
E7 Replacement Main Entrance Identity	W3.E7a - .E7c
E8 Demolition	W3.E8a

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





Cooper University Health Care Tower A

Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD

1909 Woodall Rodgers Fwy, Suite 415
Dallas, TX 75201
t: 214.661.6976

Mark	Description	Date

FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

Sheet
W2.00b

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**

CUHC

CUHC Logo
Digital art to be
provided by
Designer



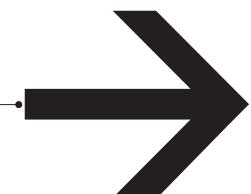
MDCU

MDCU Logo
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,;

Cooper University Health Care
Tower A
Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD
1909 Woodall Rodgers Fwy. Suite 415
Dallas, TX 75201
t: 214.661.6976

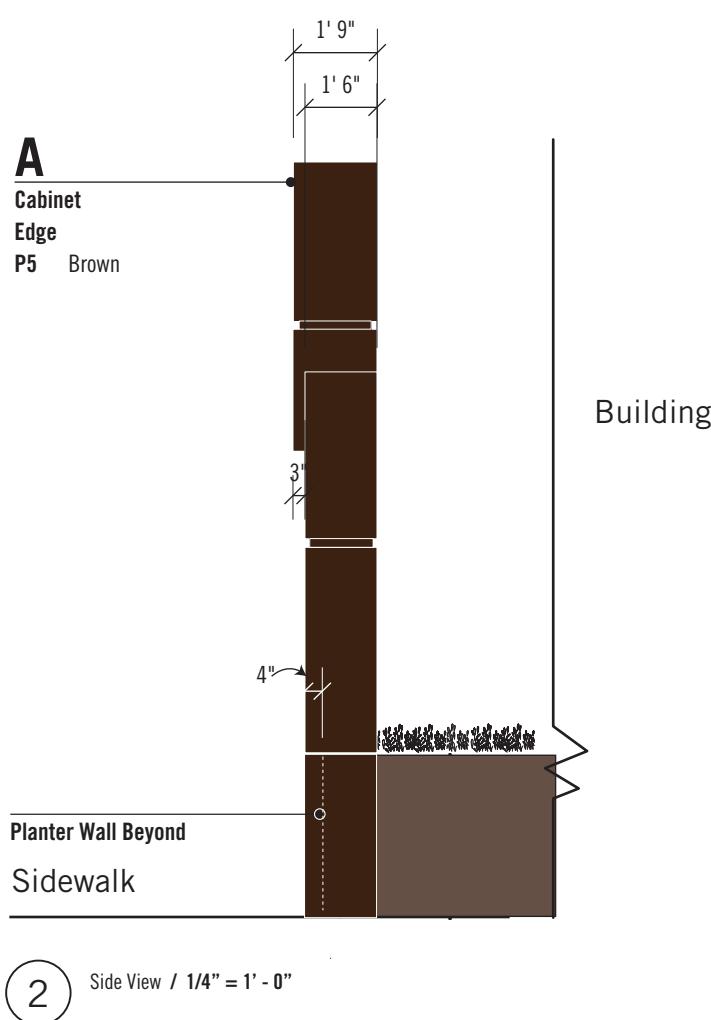
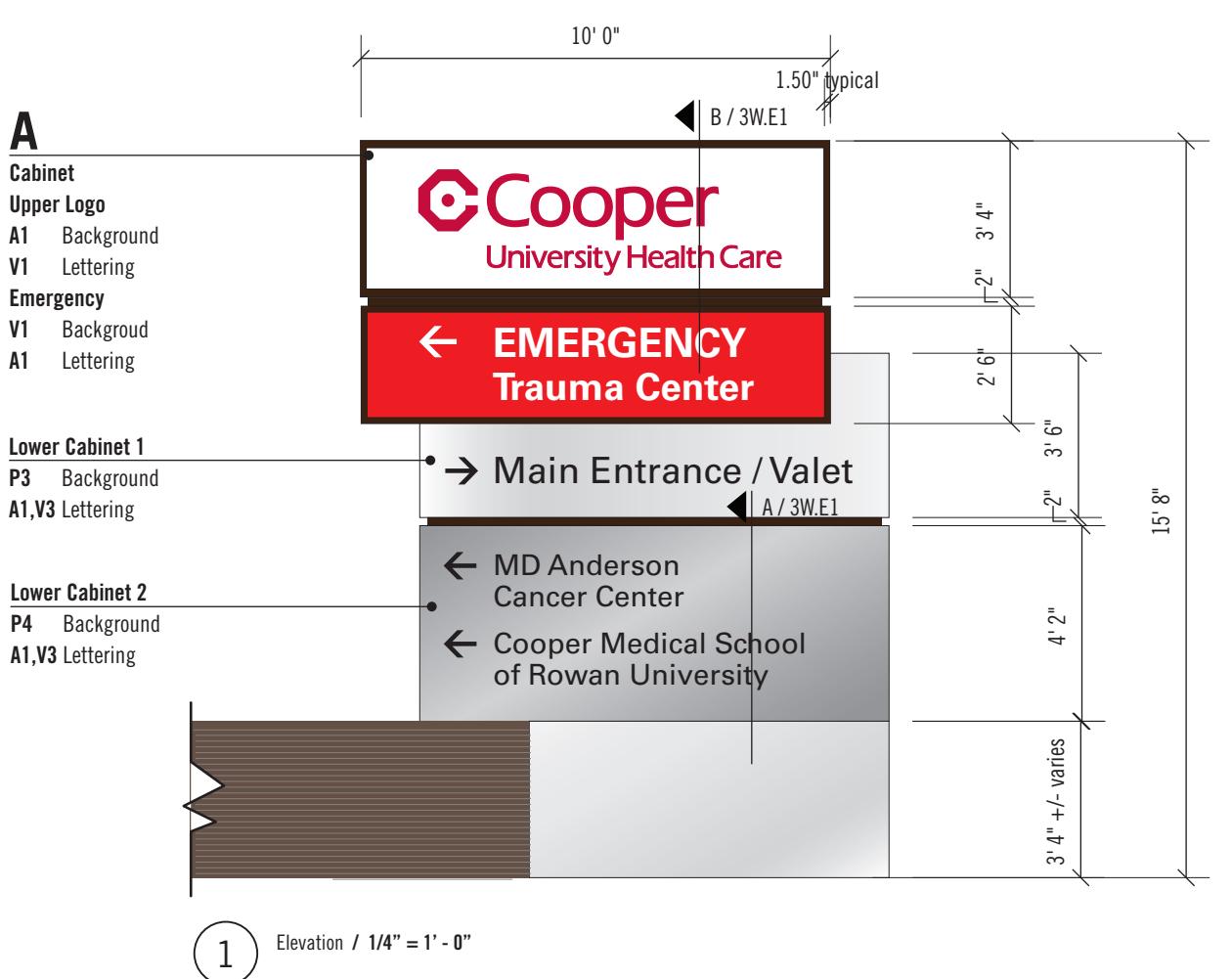
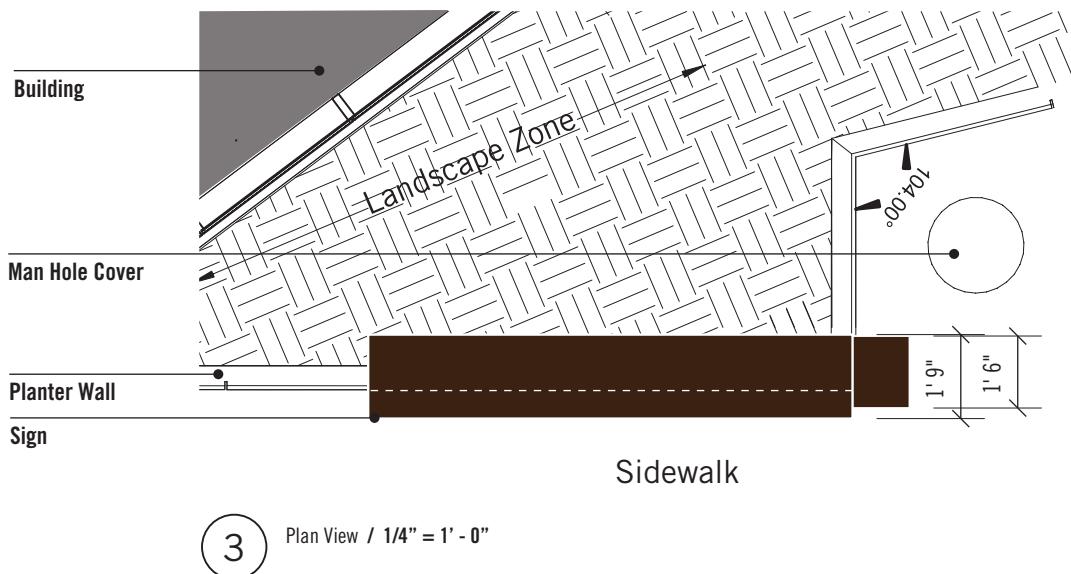
Mark	Description	Date

FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

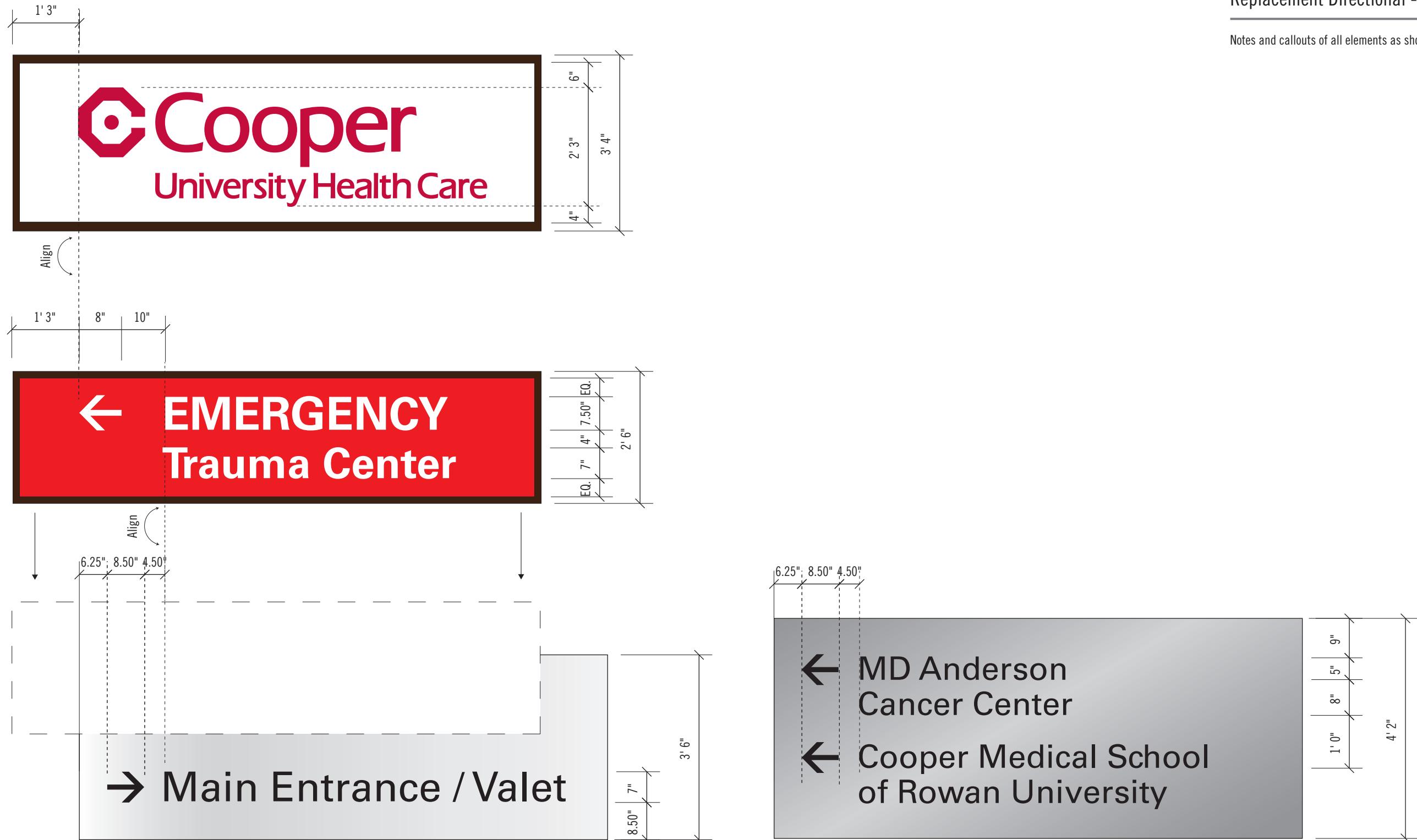
Sheet
W3.TS

Replacement Directional - Large

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



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

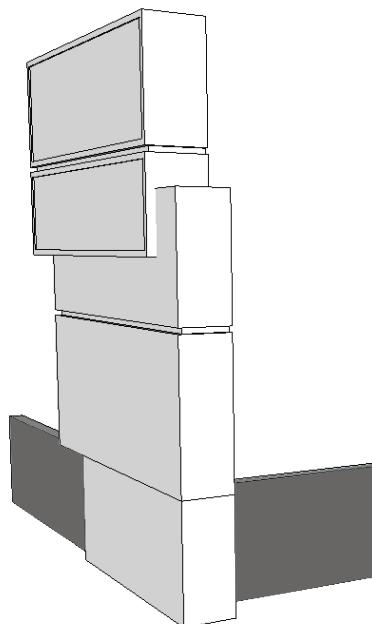


1

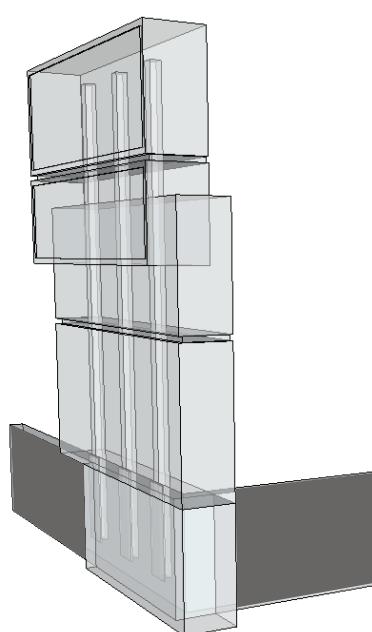
Panel Copy Layouts / 1/2" = 1' - 0"

Replacement Directional - Large

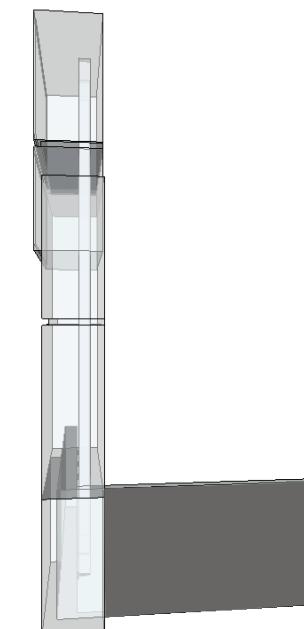
Notes and callouts of all elements as shown on 3W.E1a thru 3W.E1e.



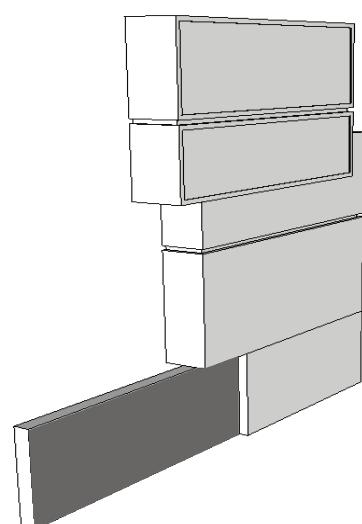
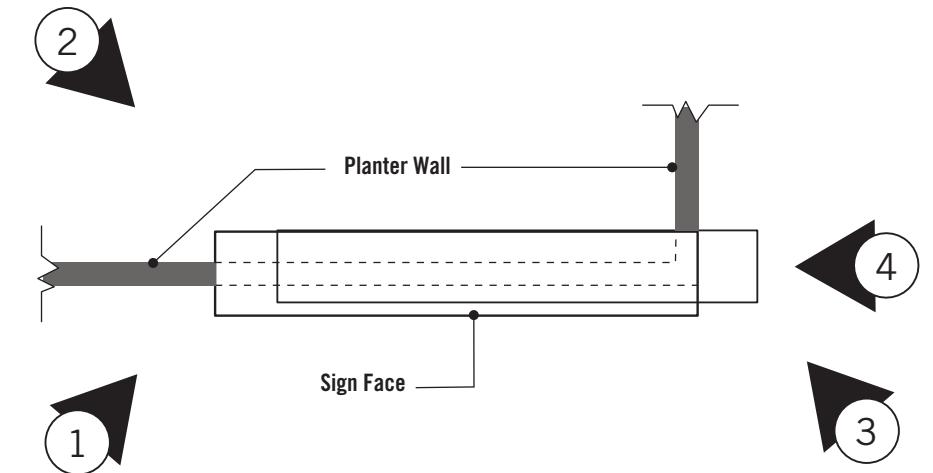
3a FRONT RIGHT



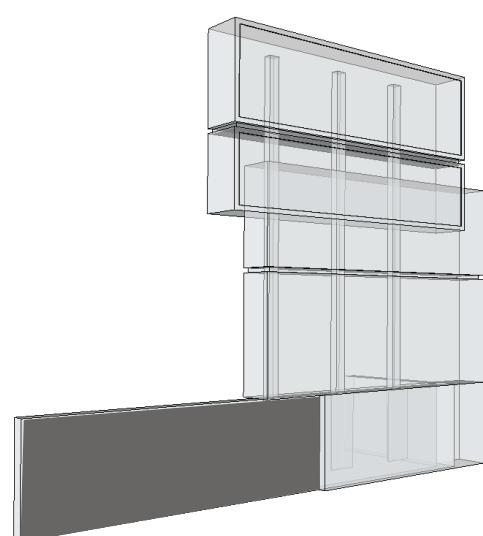
3b FRONT RIGHT X RAY



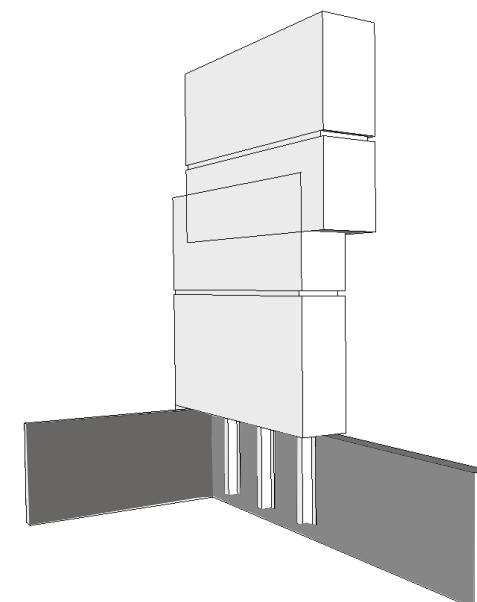
4 SIDE VIEW X RAY



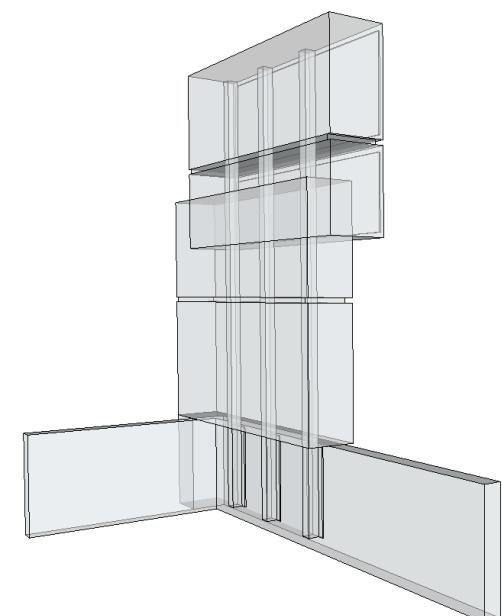
1a FRONT LEFT



1b FRONT LEFT X RAY



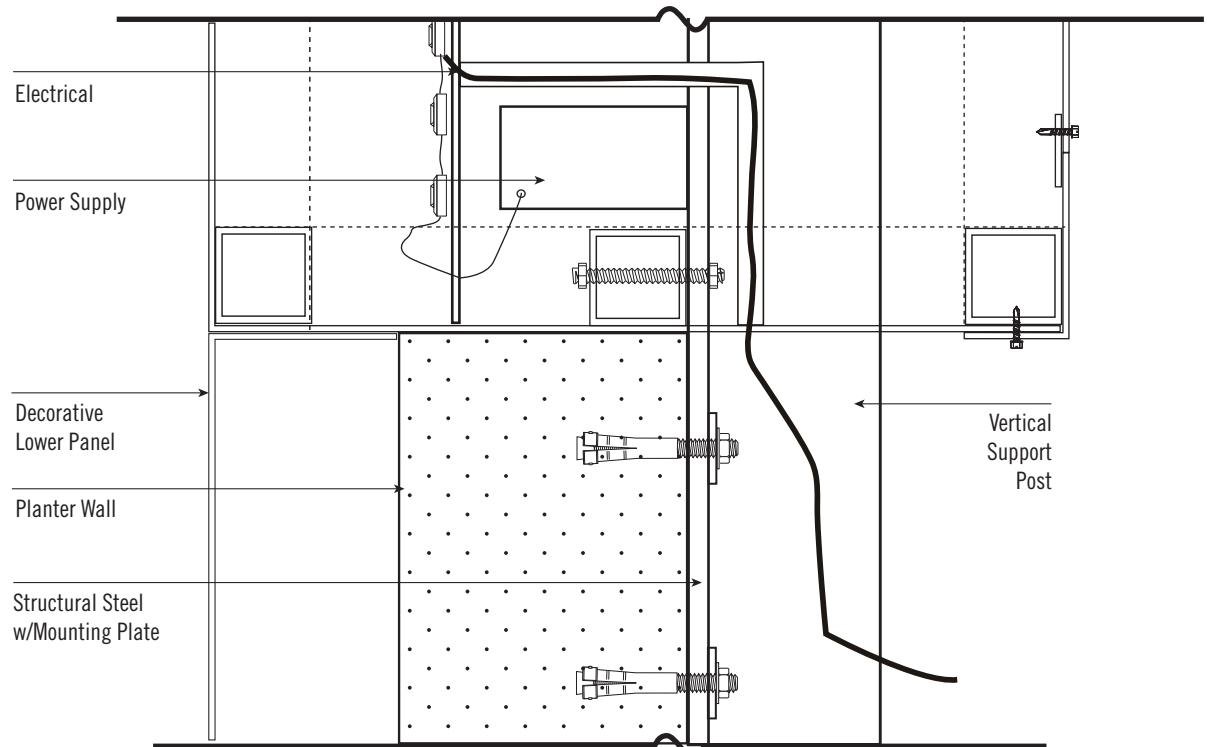
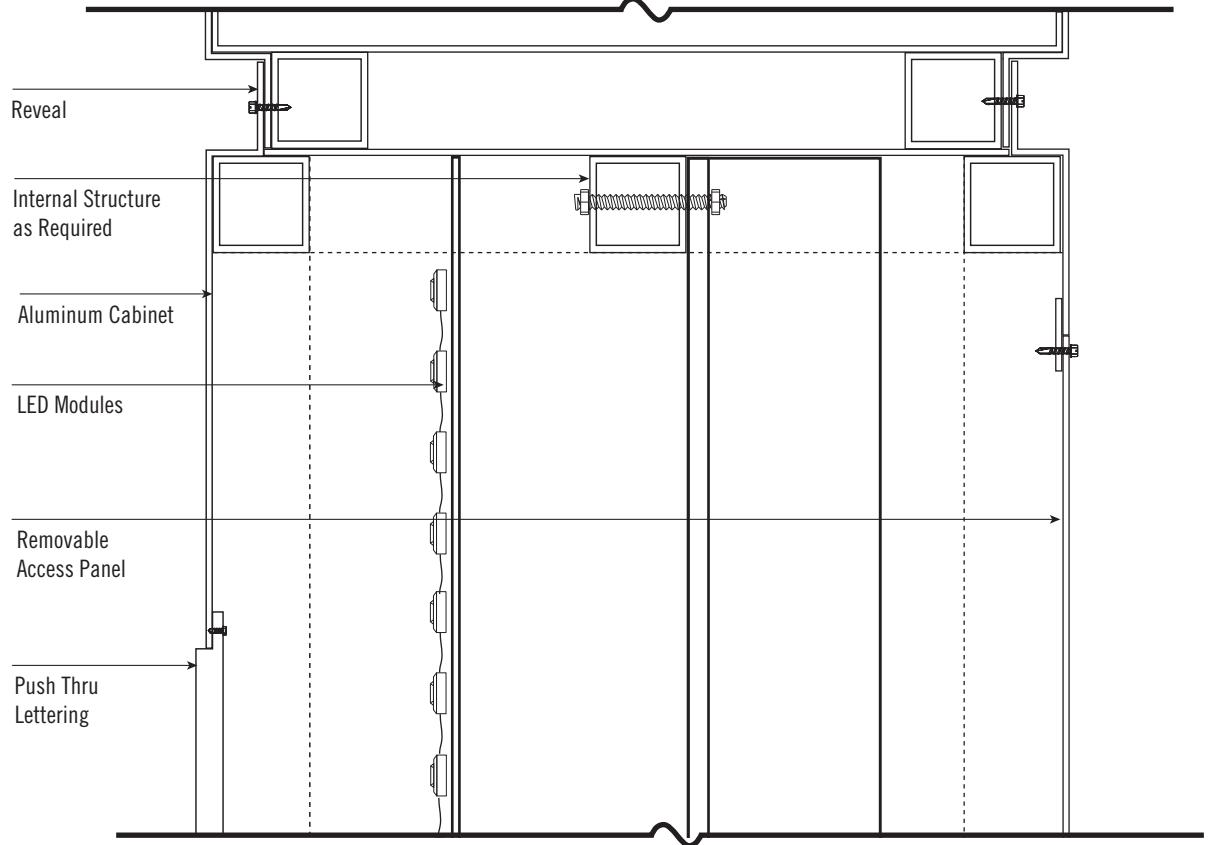
2a BACK



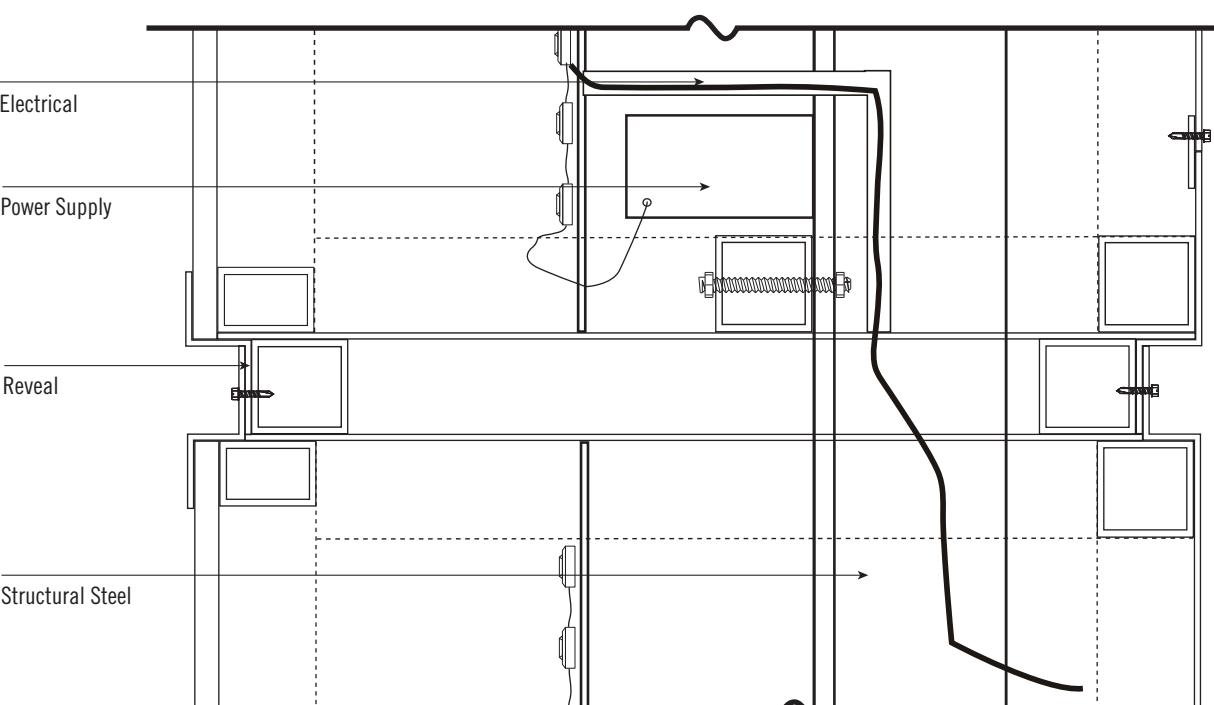
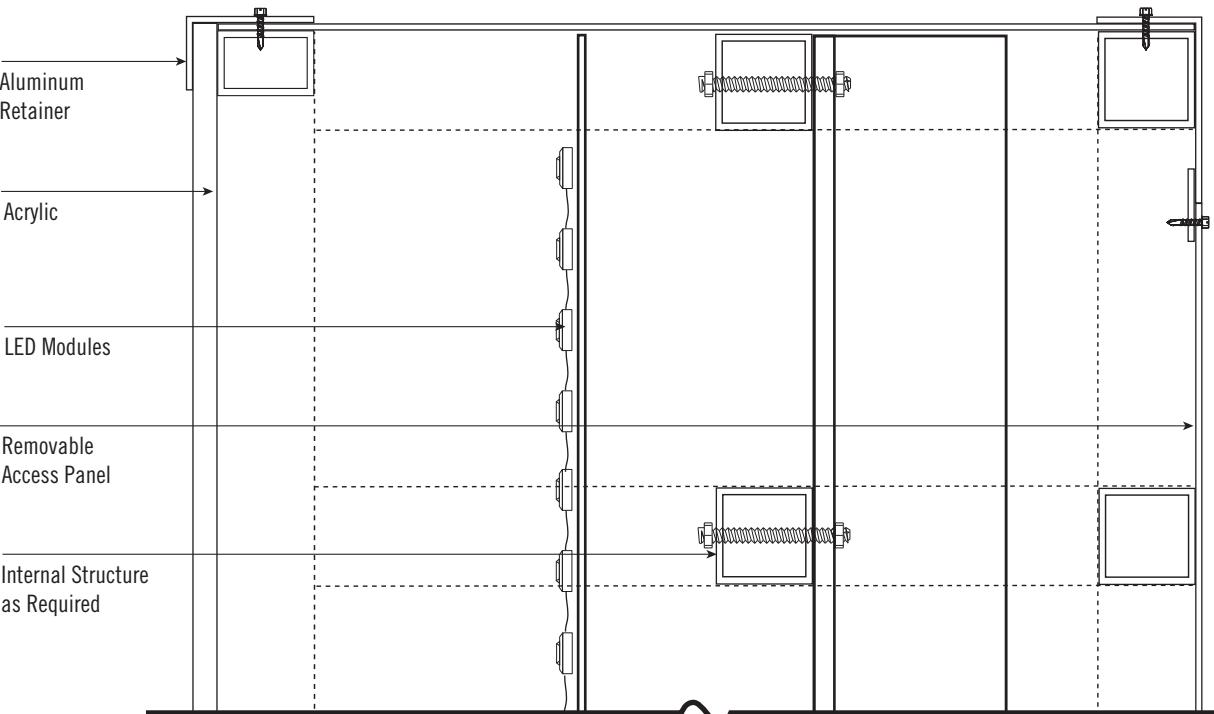
2b BACK X RAY

Replacement Directional - Large

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

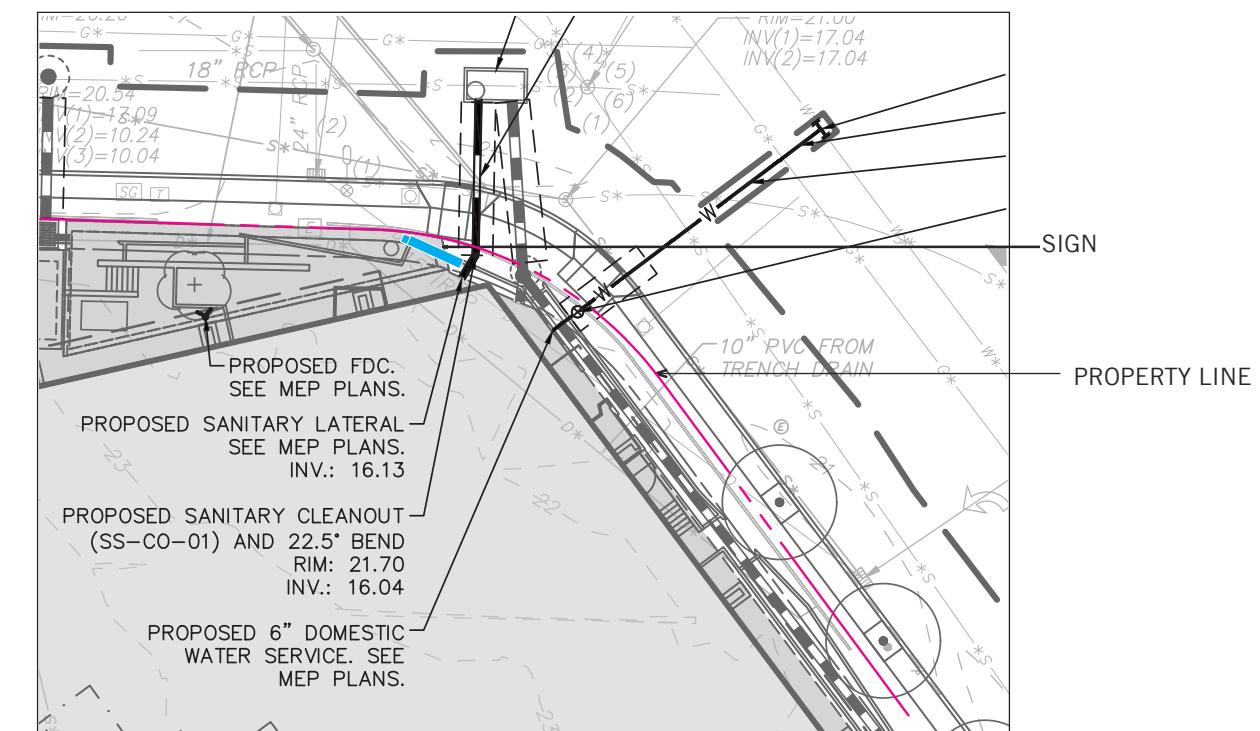
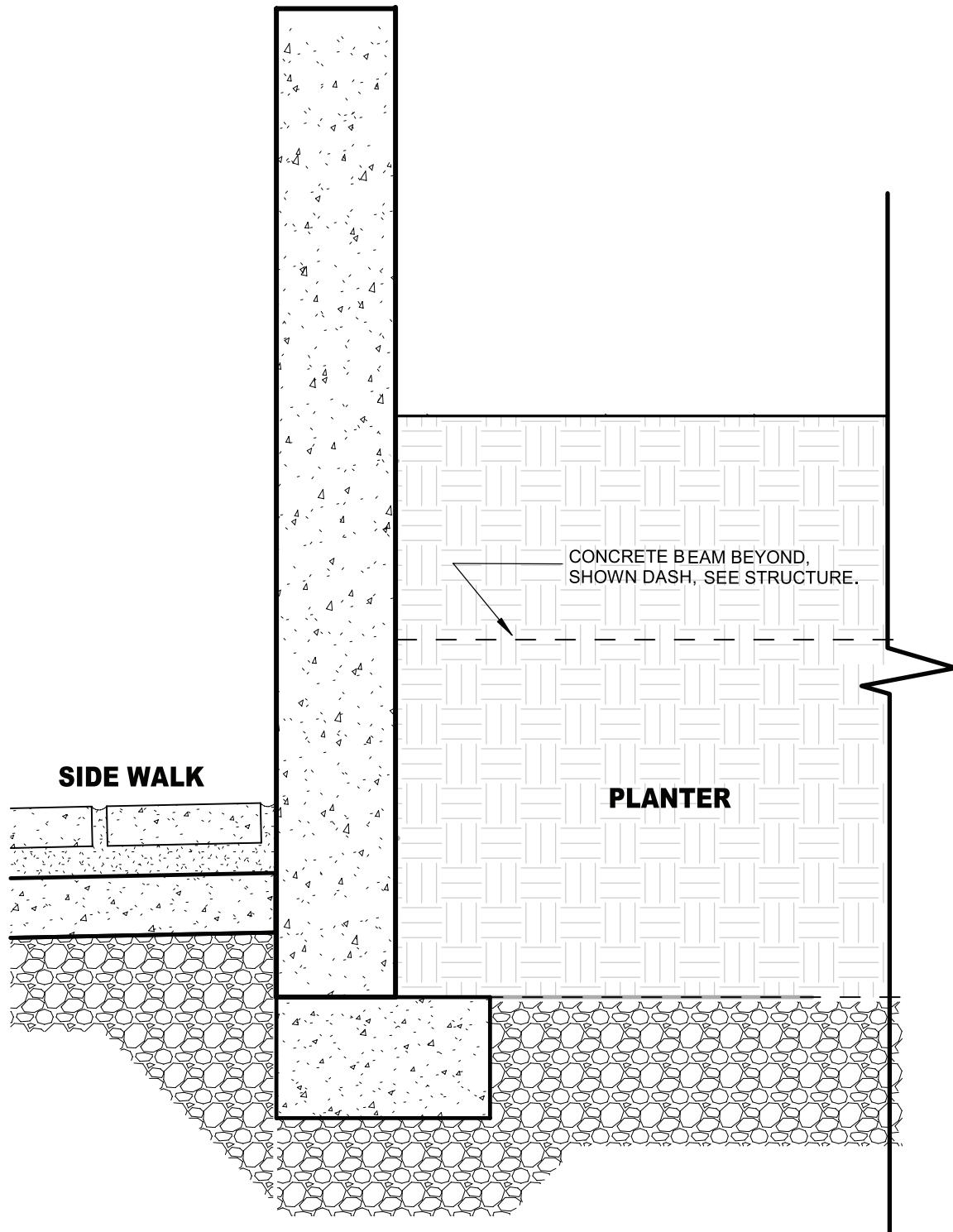


A Section Detail / Lower Cabinet / 3" - 1'-0"
Schematic

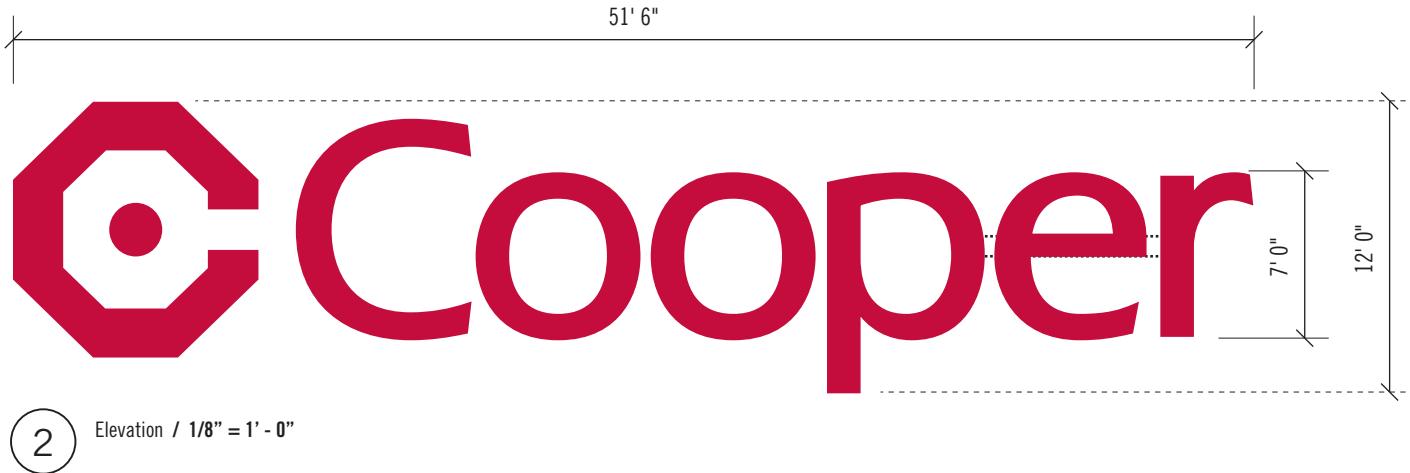


B Section Detail / Upper Cabinets / 3" - 1'-0"
Schematic

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



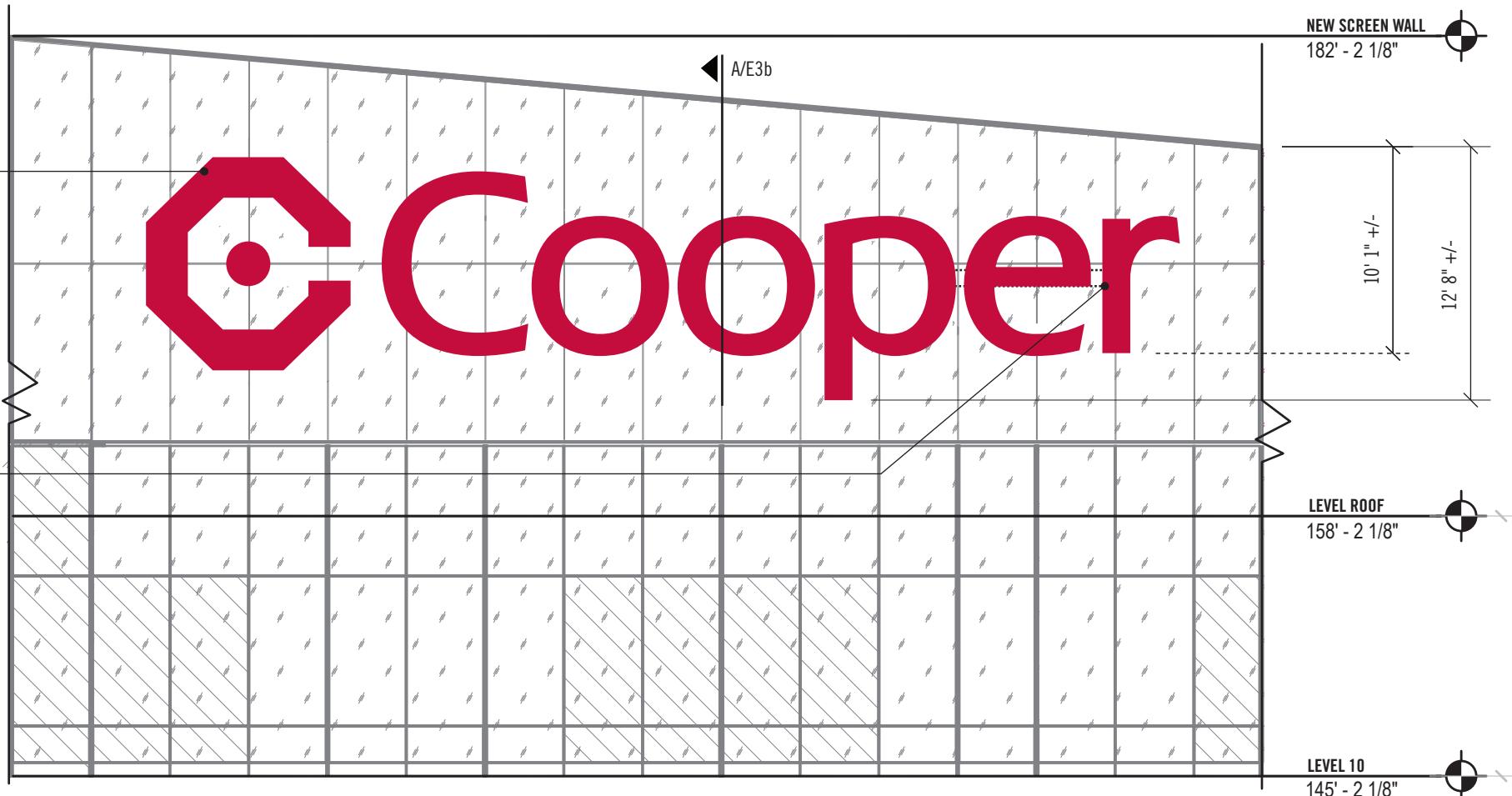
Notes and callouts of all elements as shown on W3.E3a thru W3.E3d.

**A**

Logo Cabinet
P1 Edges
V1 Faces

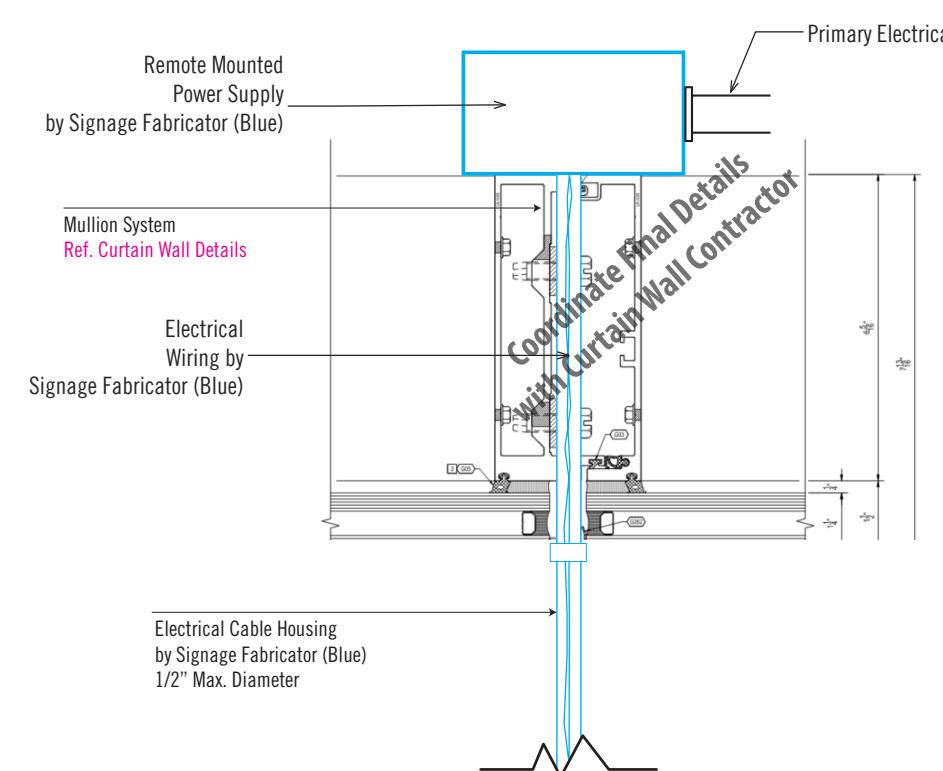
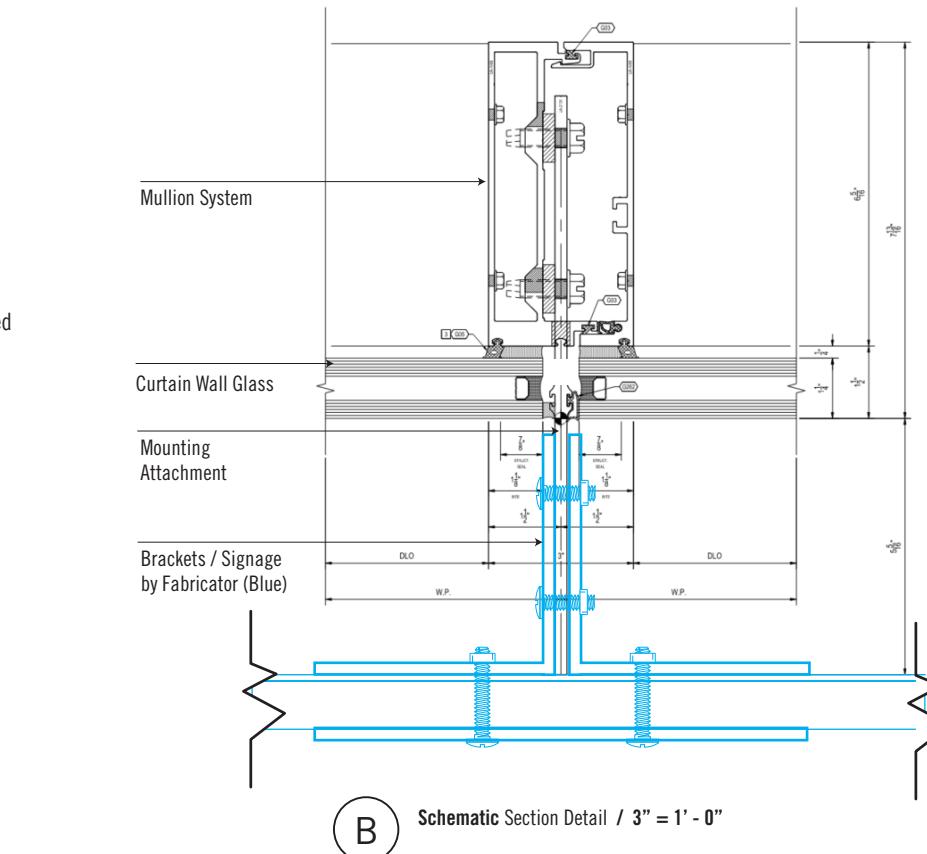
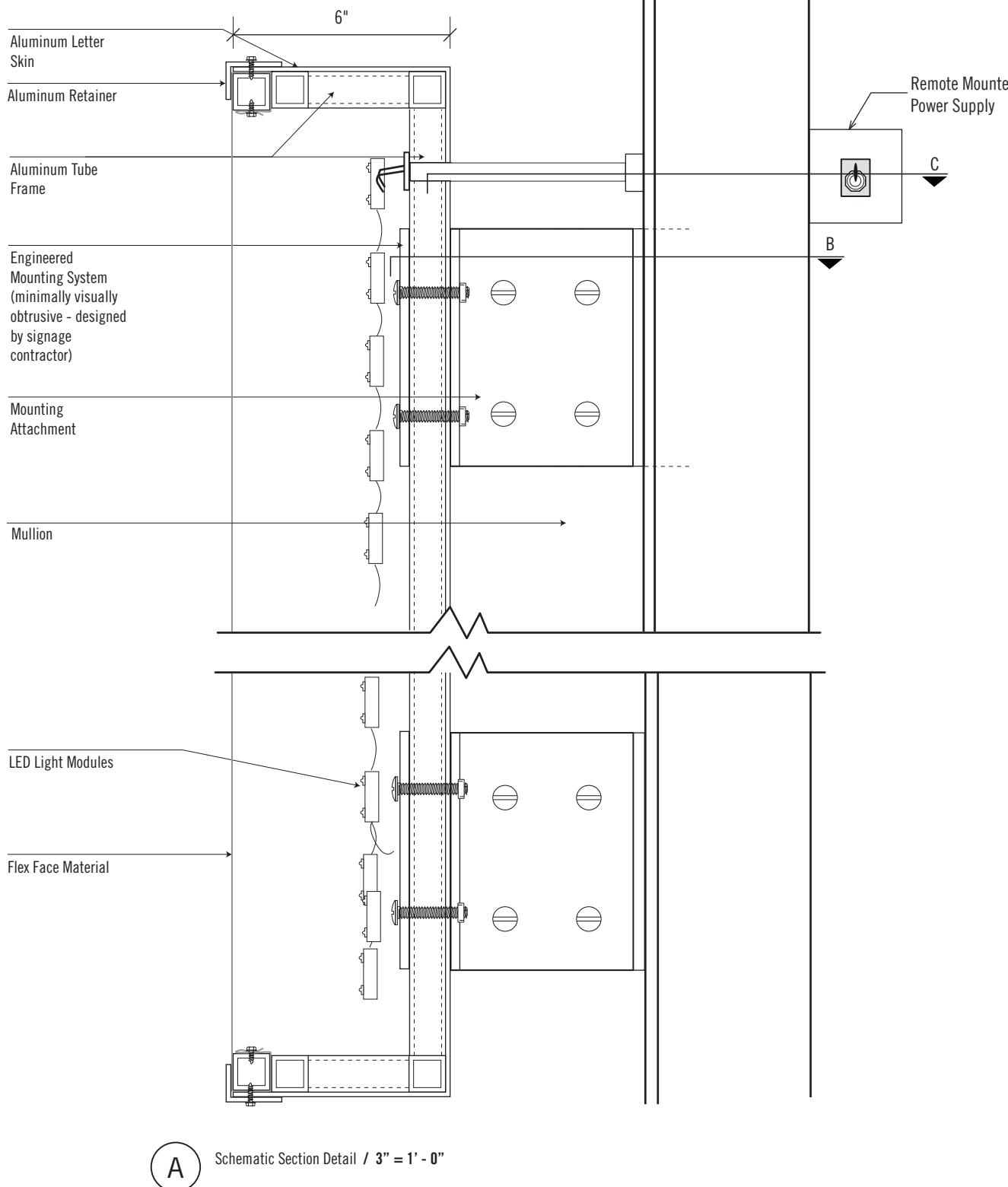
B

Railing System
P7 All Surfaces

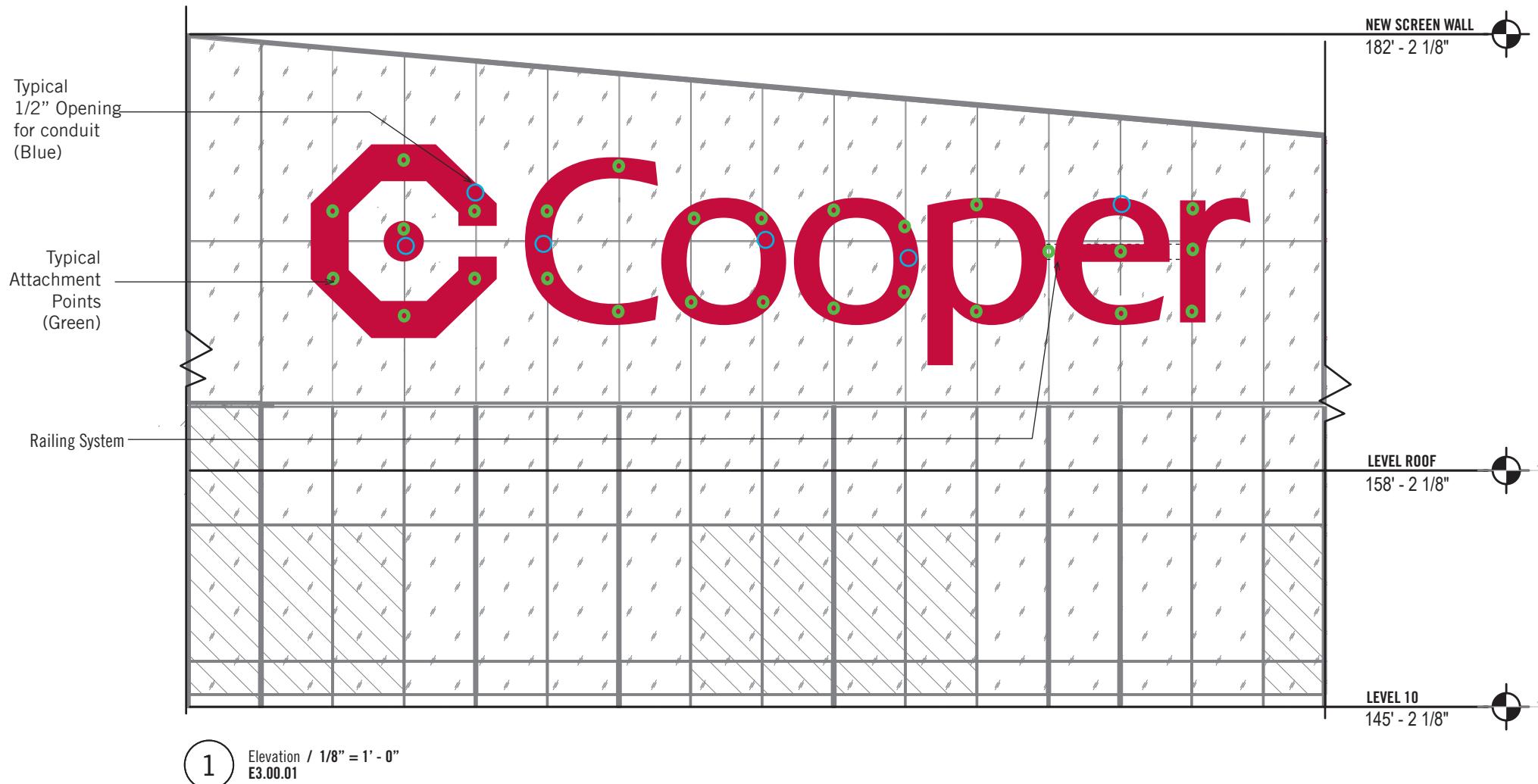


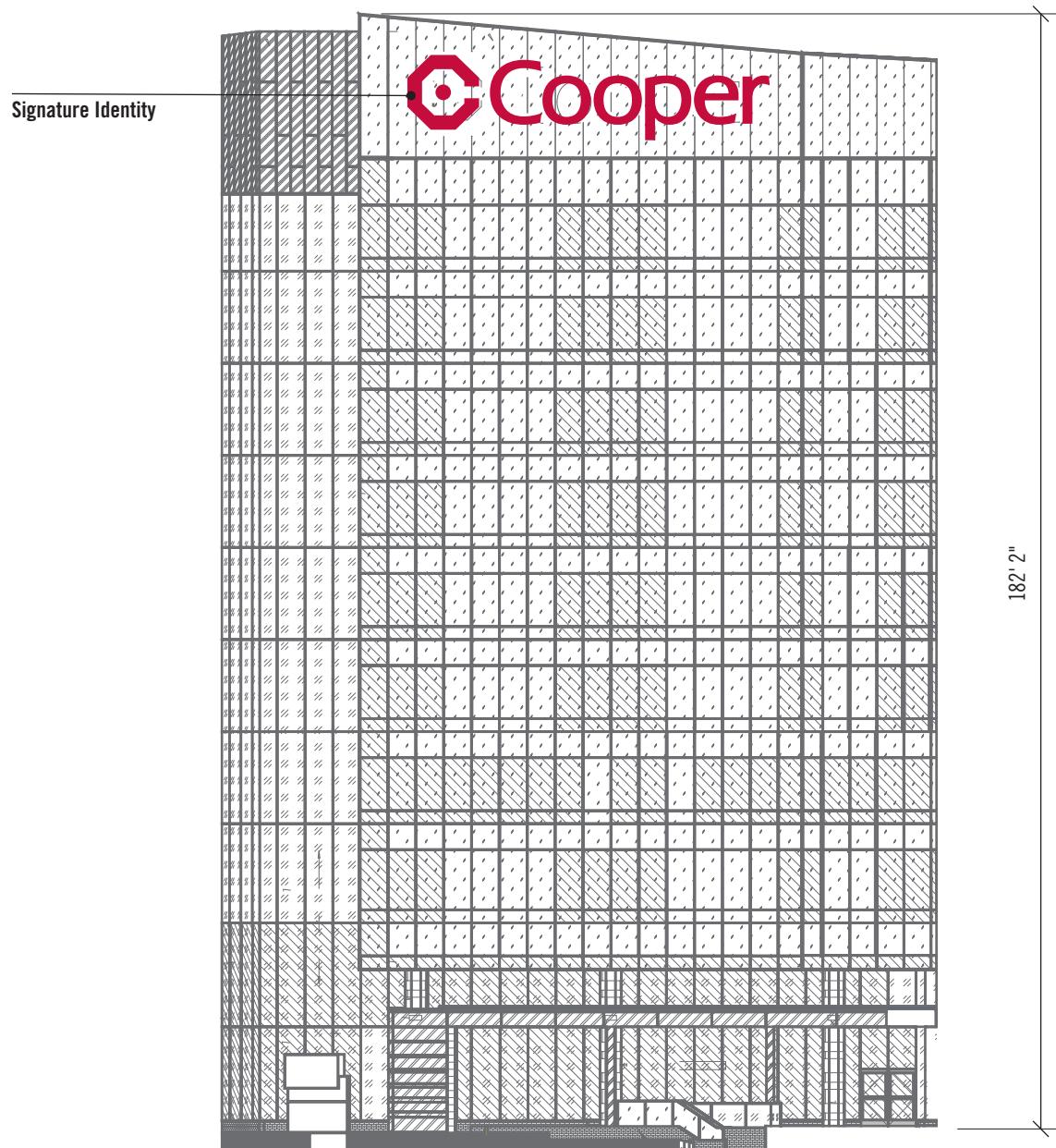
Signature Identity

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



MOUNTING & POWER Schematic





1 Context Elevation / Not to Scale



2 Rendering / Not to Scale

Cooper University Health Care Tower A

Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD

1909 Woodall Rodgers Fwy. Suite 415
Dallas, TX 75201
t: 214.661.6976

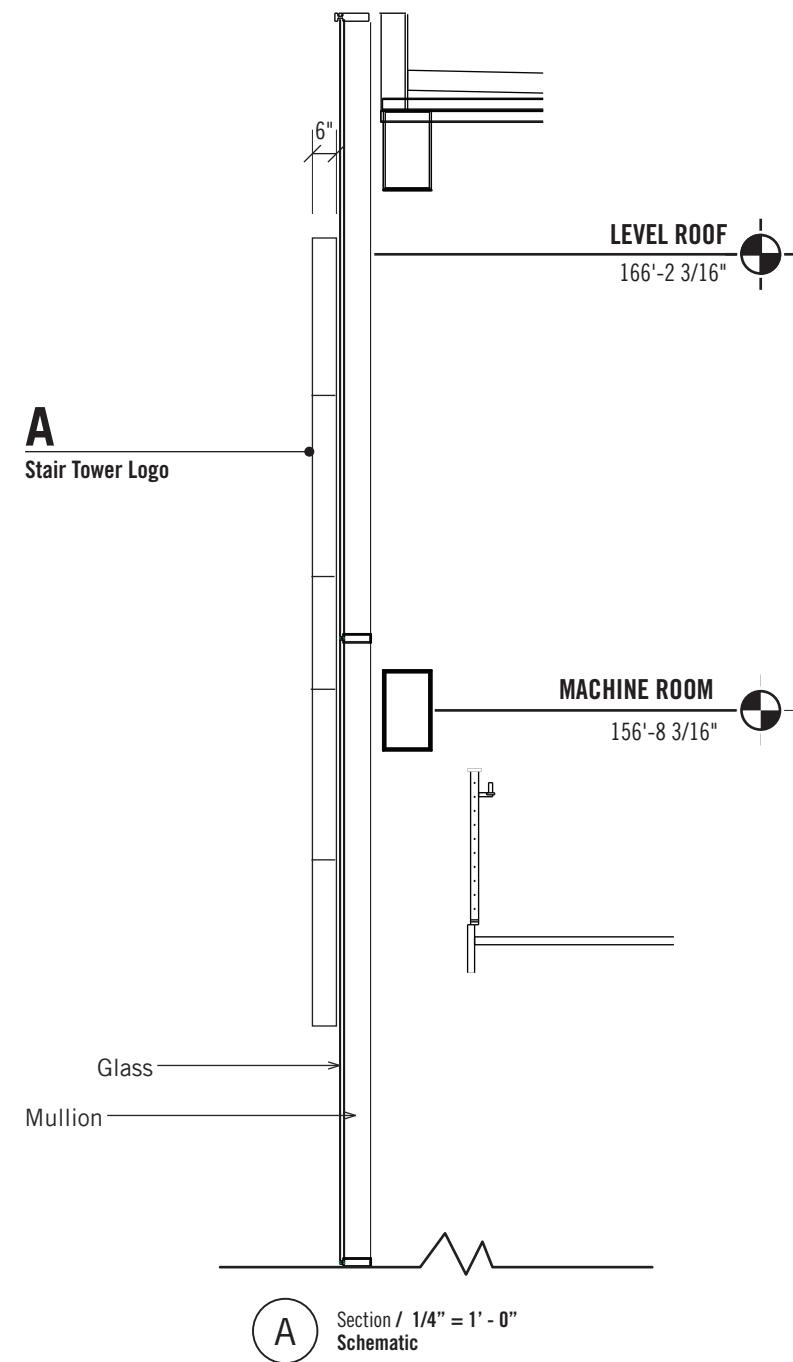
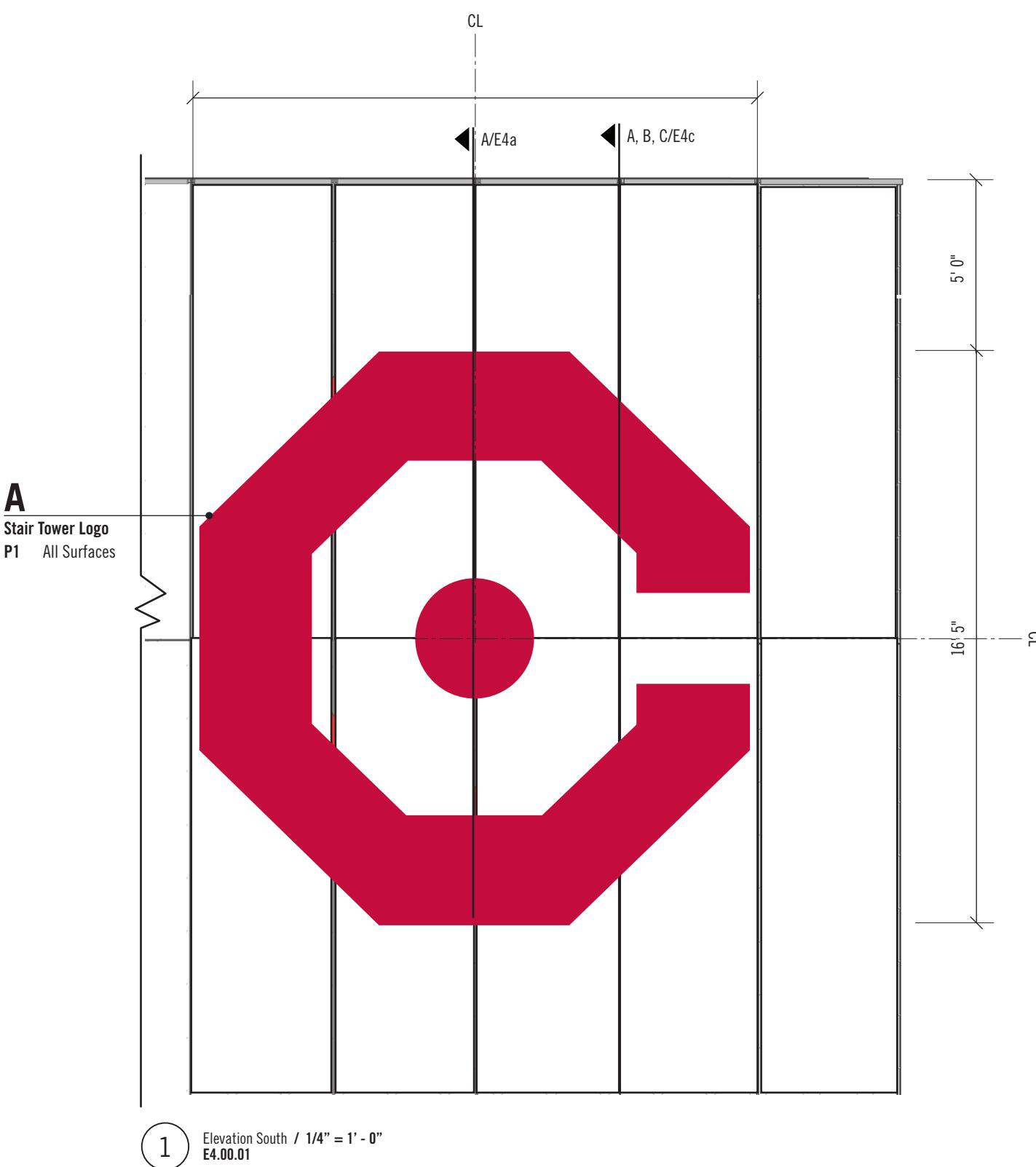
Mark	Description	Date

FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

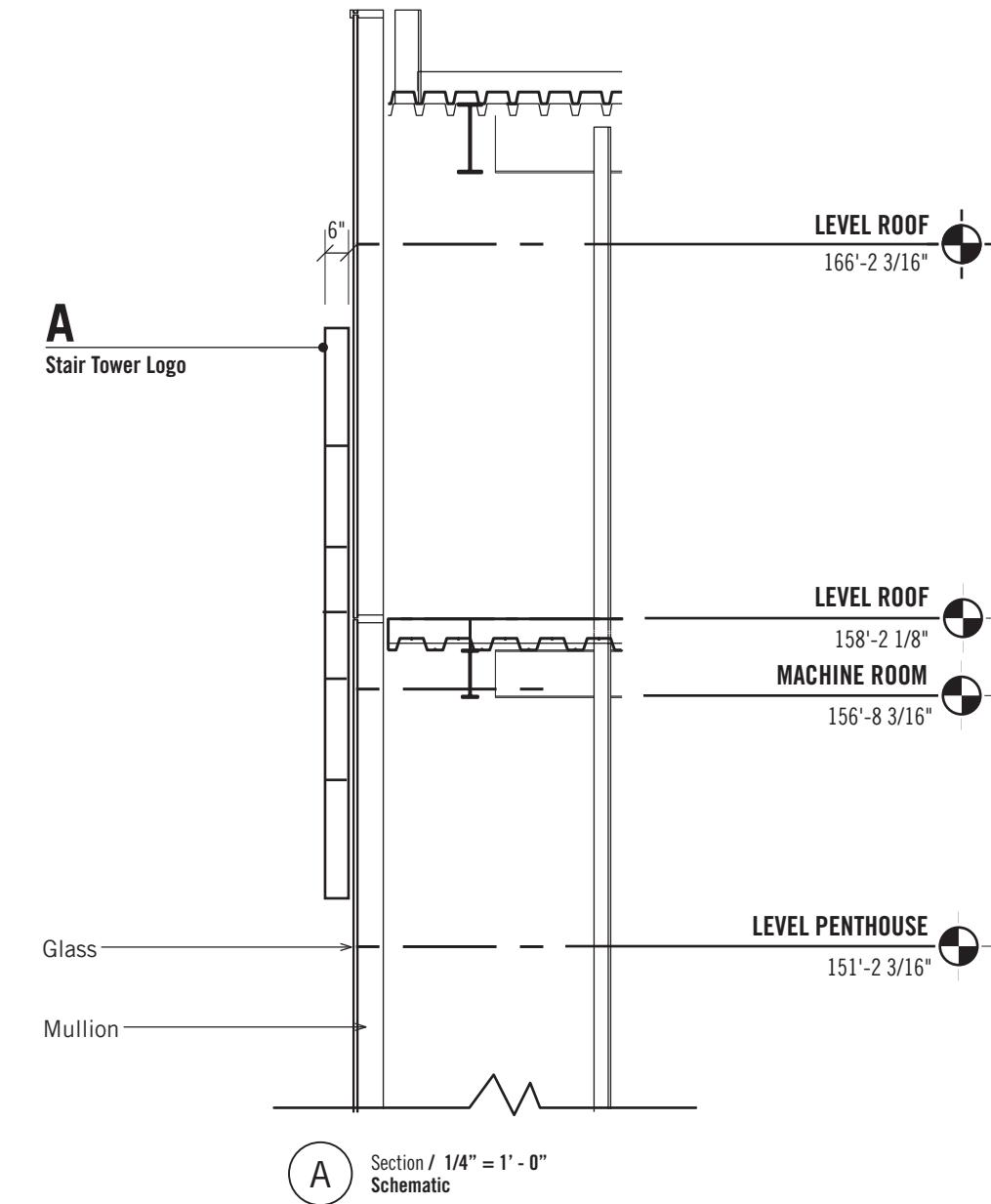
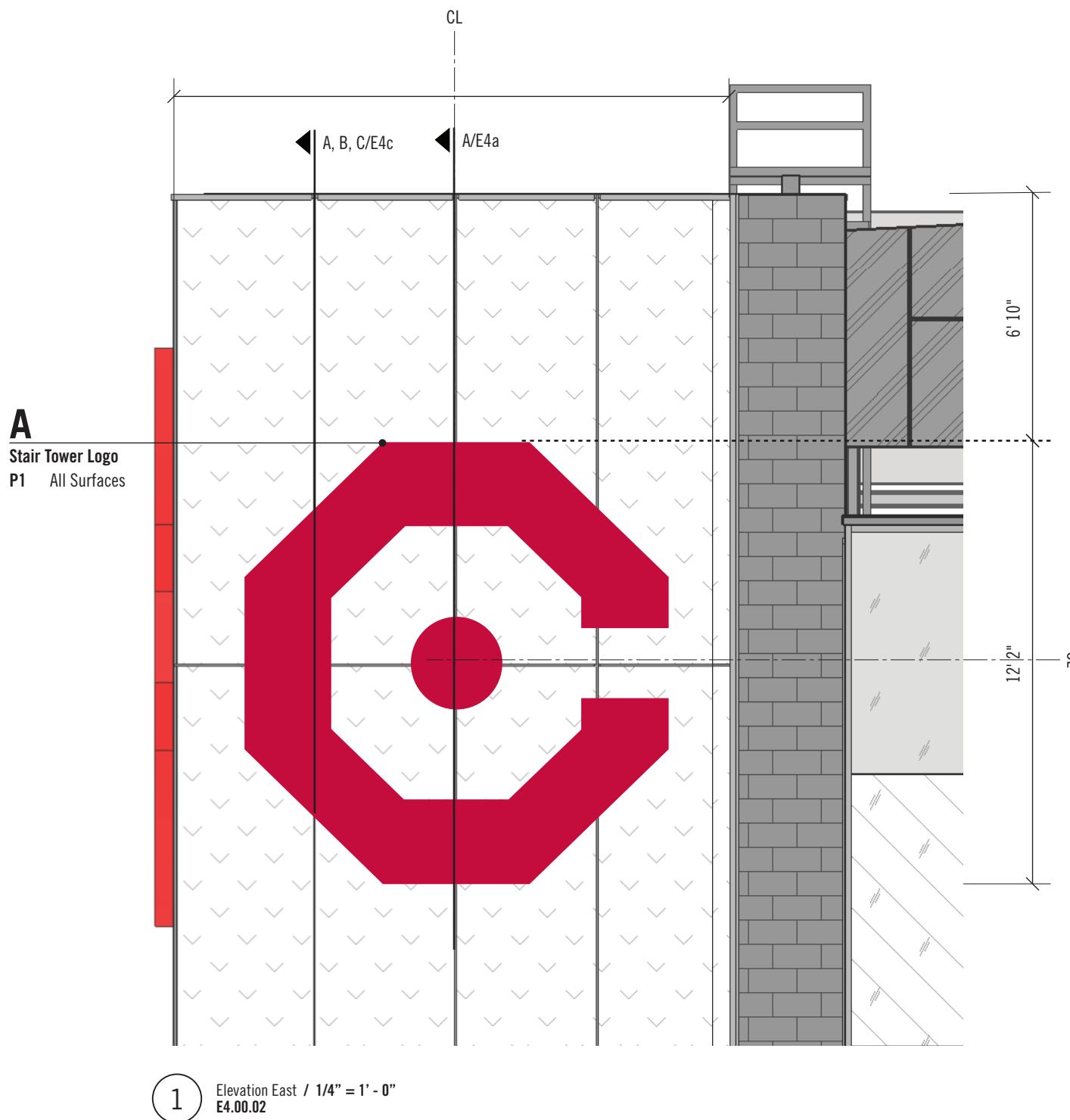
Sheet
3W.E3d

Stair Tower Logos

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

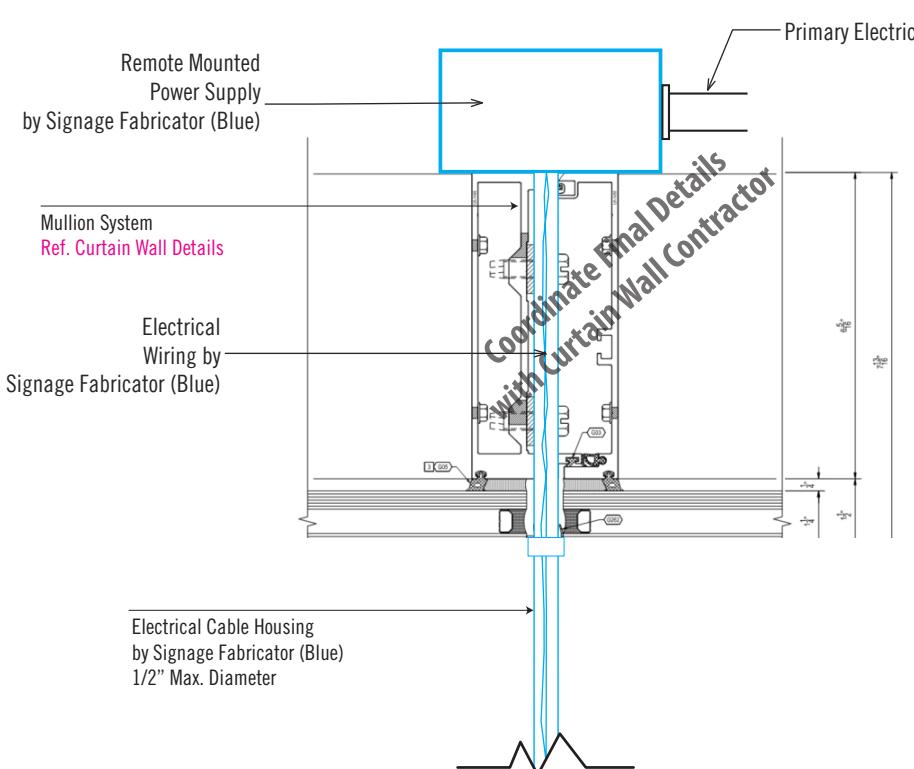
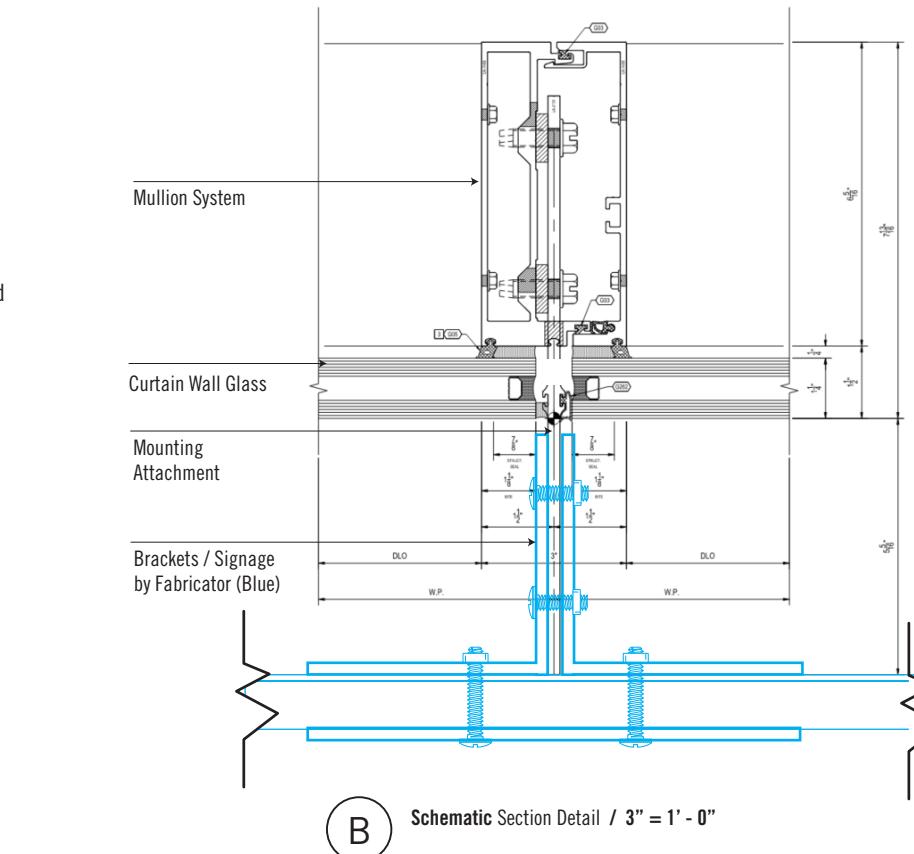
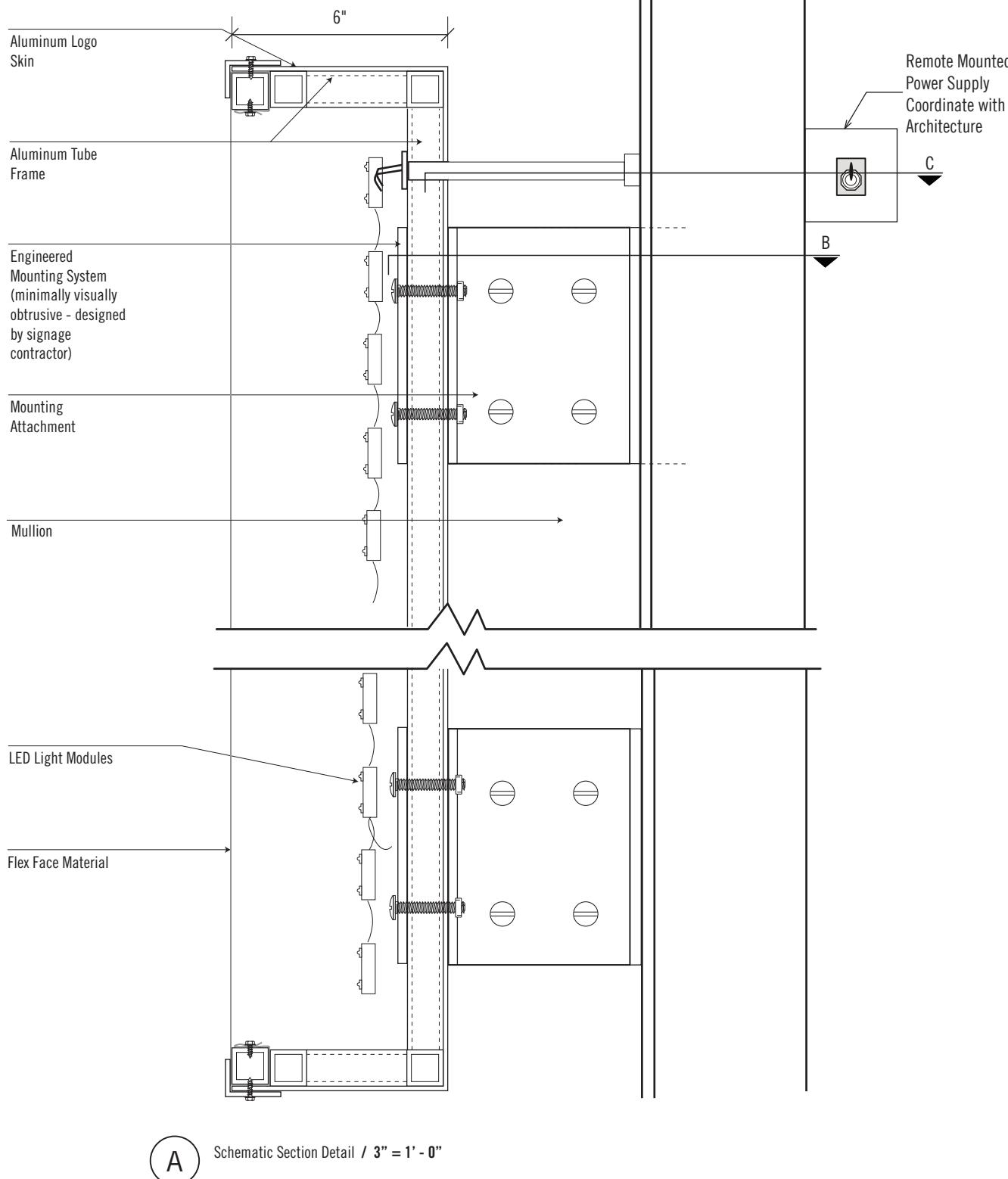


Notes and callouts of all elements as shown on W3.E4a thru W3.E4e.

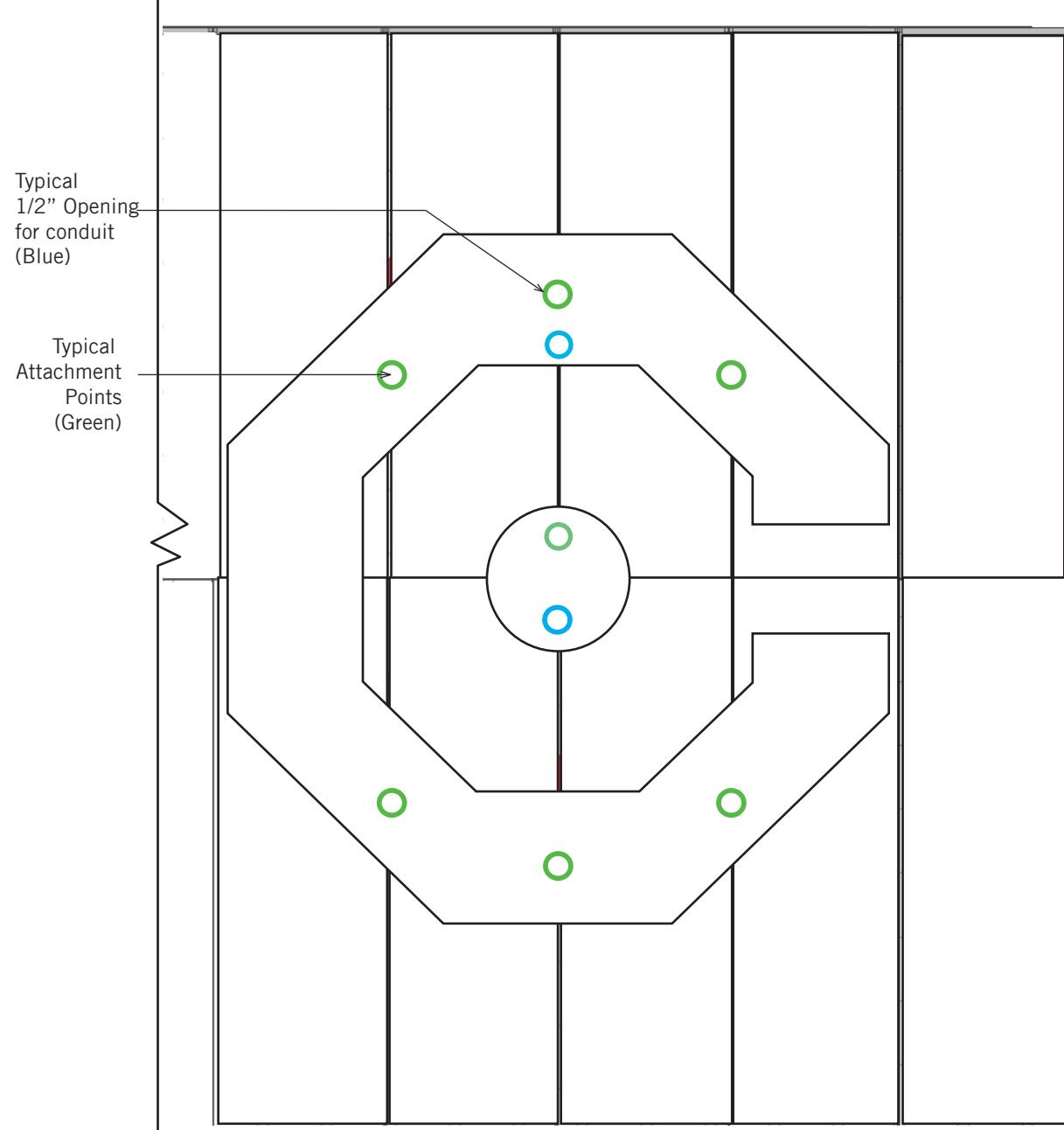


Stair Tower Logos

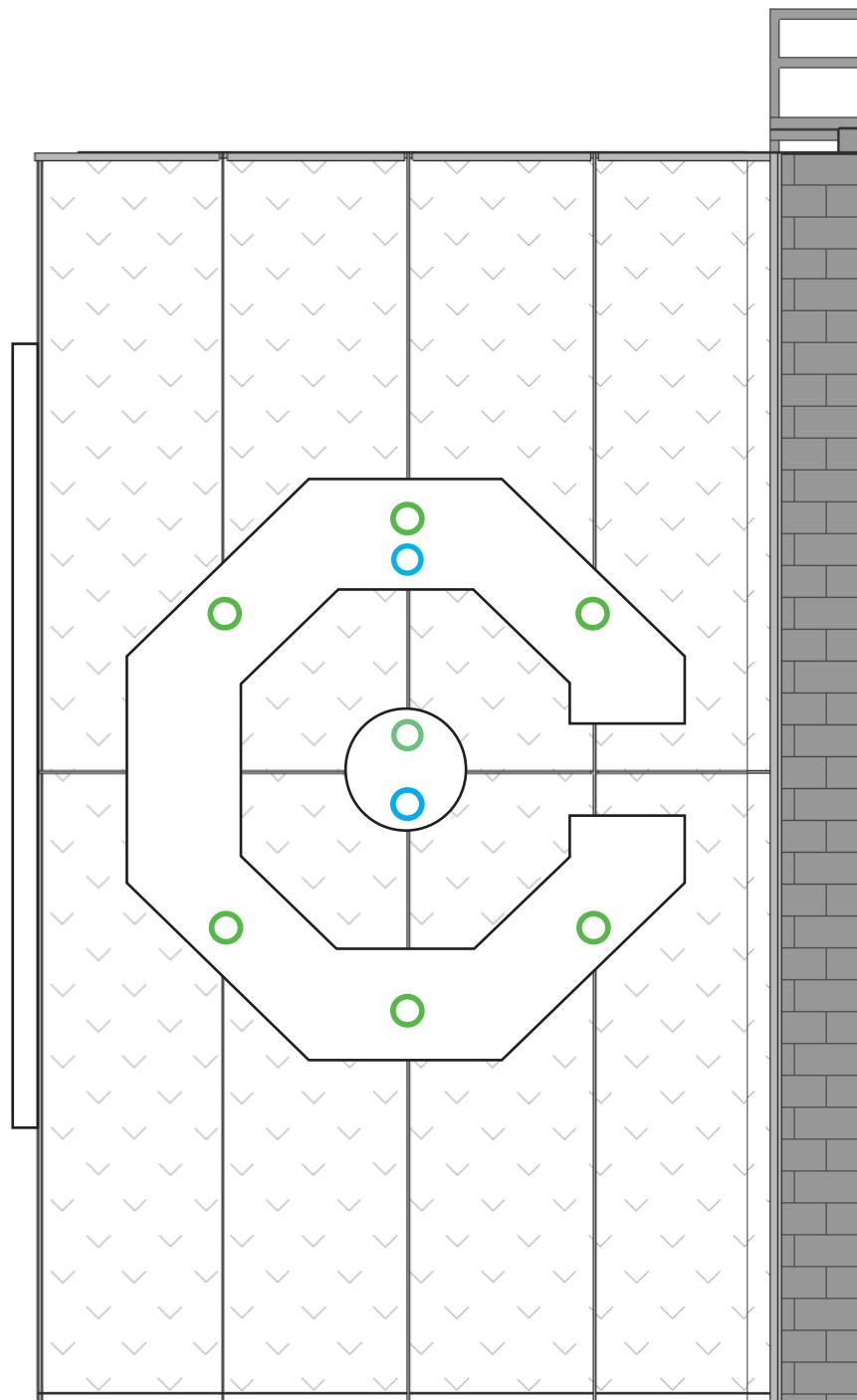
Notes and callouts of all elements as shown on W3.E4a thru W3.E4e.



MOUNTING & POWER Schematic



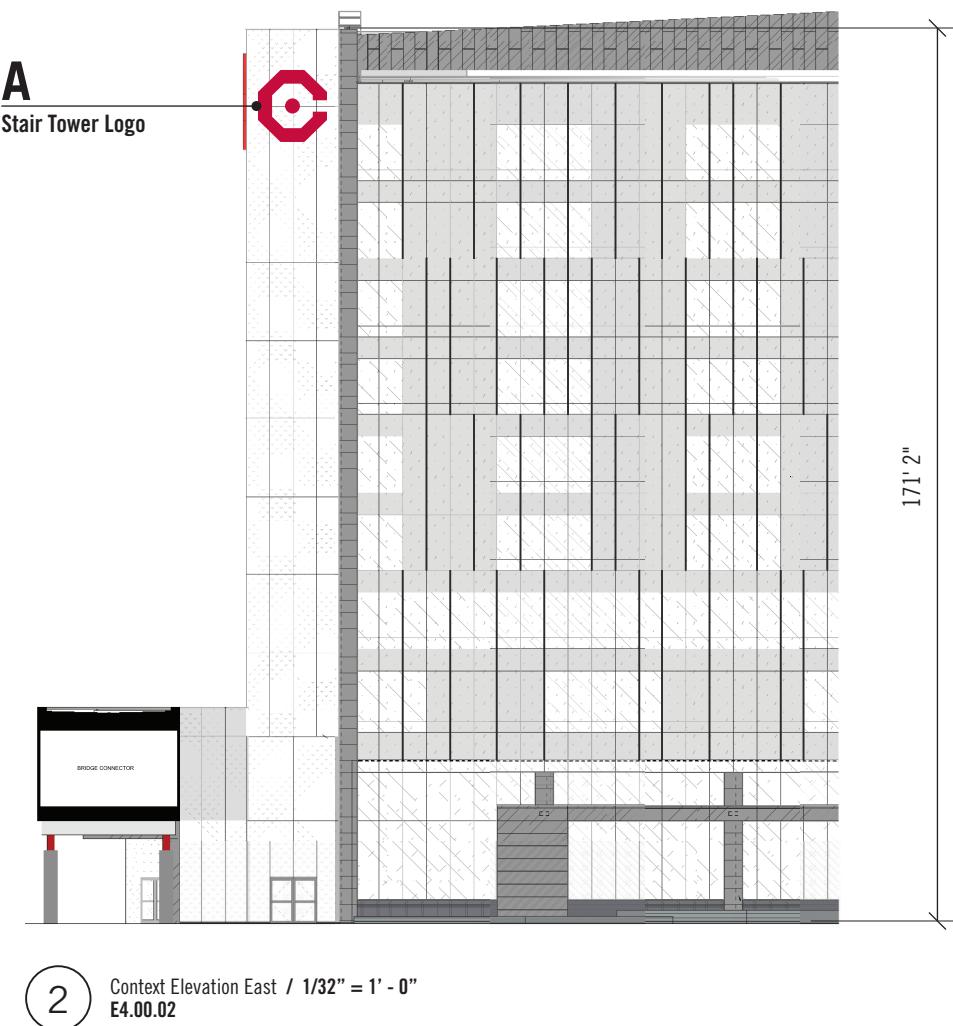
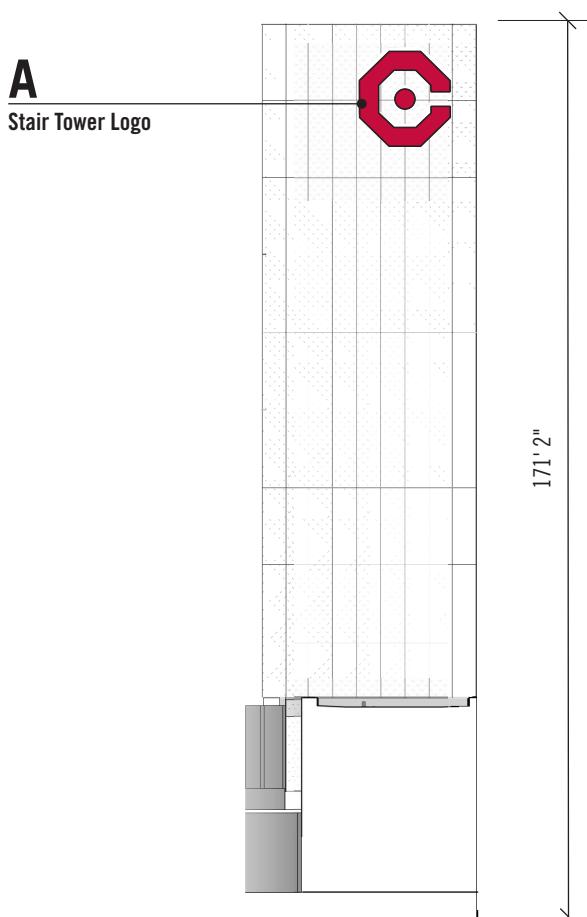
1 Tab Mounting Pattern - South Elevation / $1/4" = 1' - 0"$
Schematic / E4.00.01



2 Tab Mounting Pattern - East Elevation / $1/4" = 1' - 0"$
Schematic / E4.00.02

Stair Tower Logos

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



Cooper University Health Care
Tower A
Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD
1909 Woodall Rodgers Fwy. Suite 415
Dallas, TX 75201
t: 214.661.6976

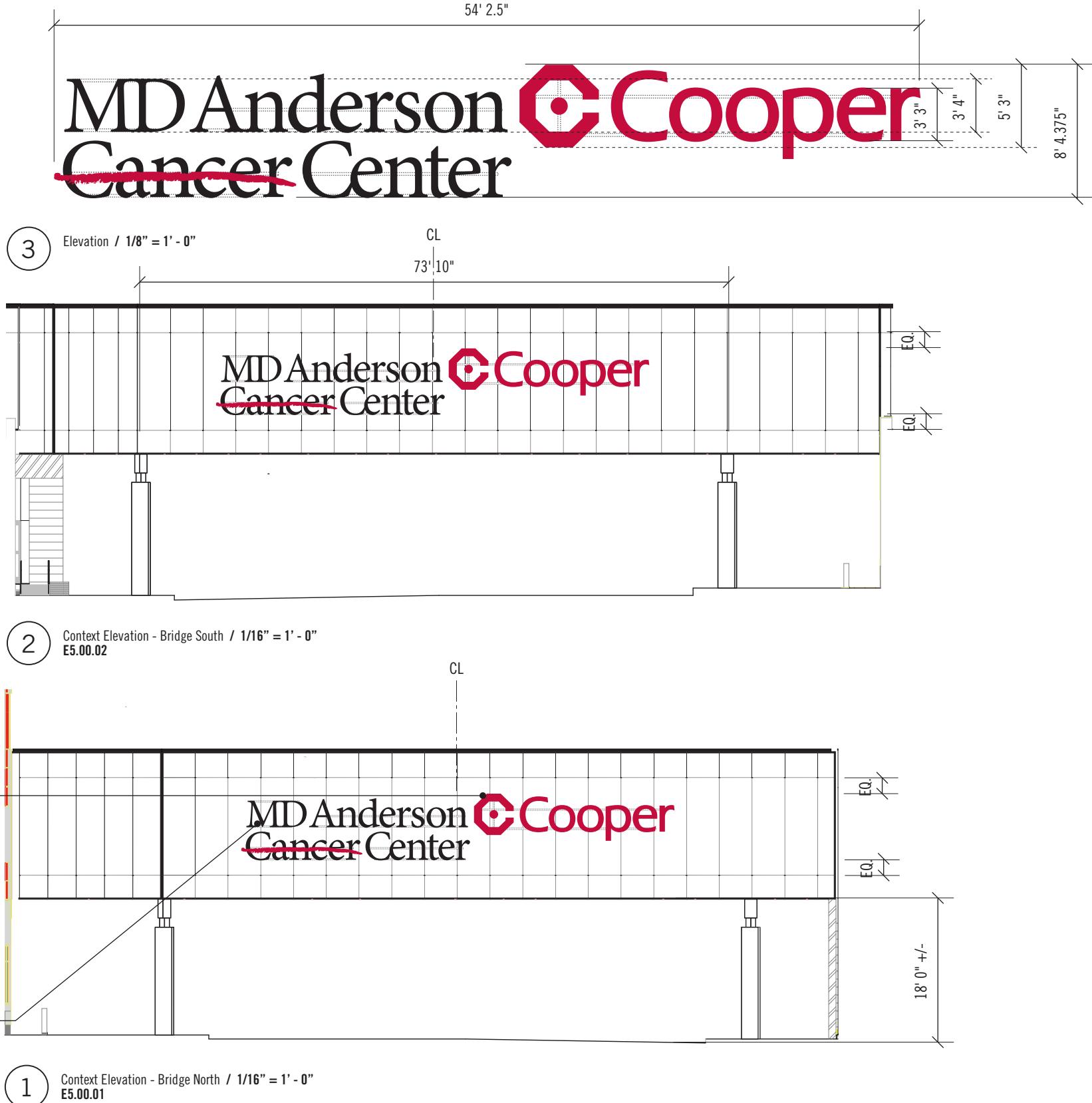
Mark	Description	Date

FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

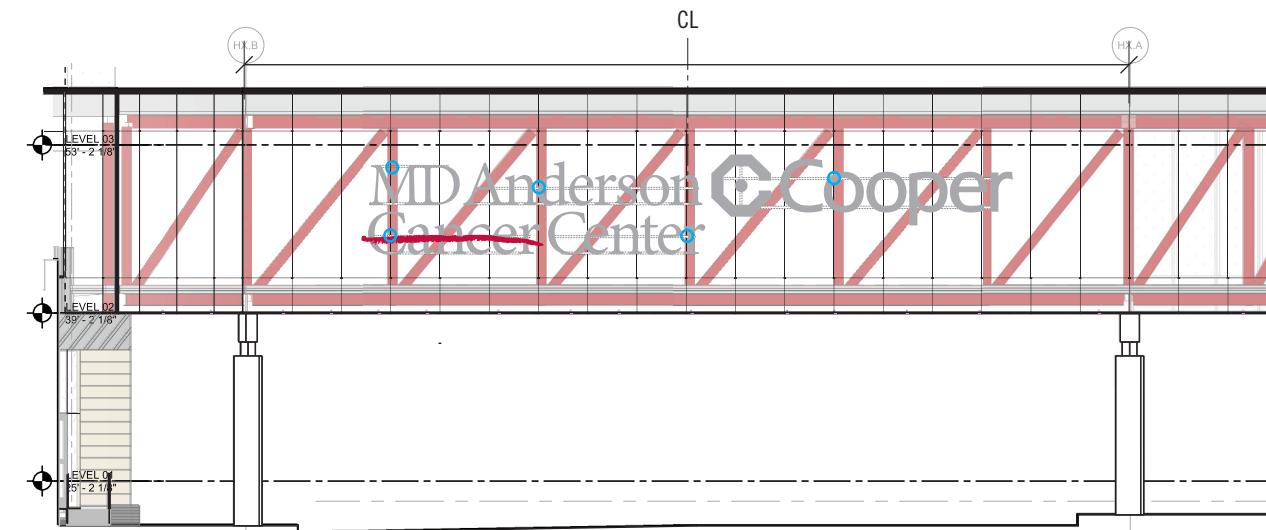
Sheet
3W.E4e

Bridge Identity

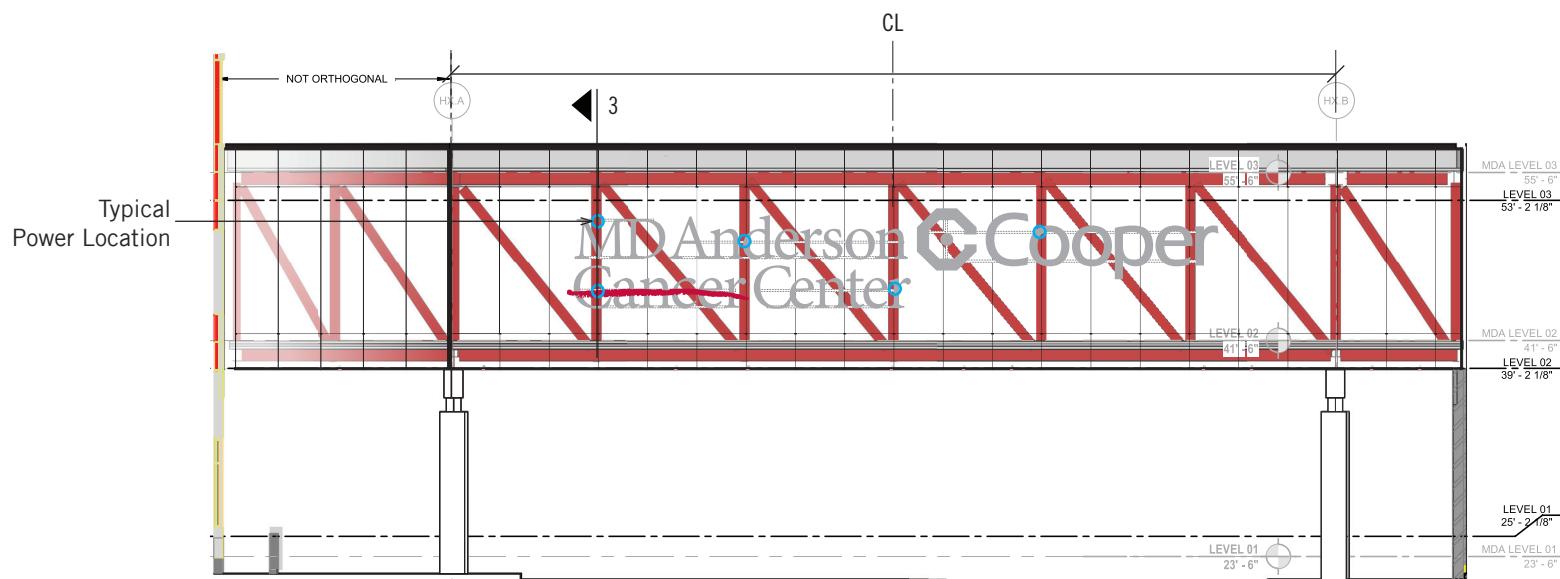
Notes and callouts of all elements as shown on W3.E5a thru W3.E5d.



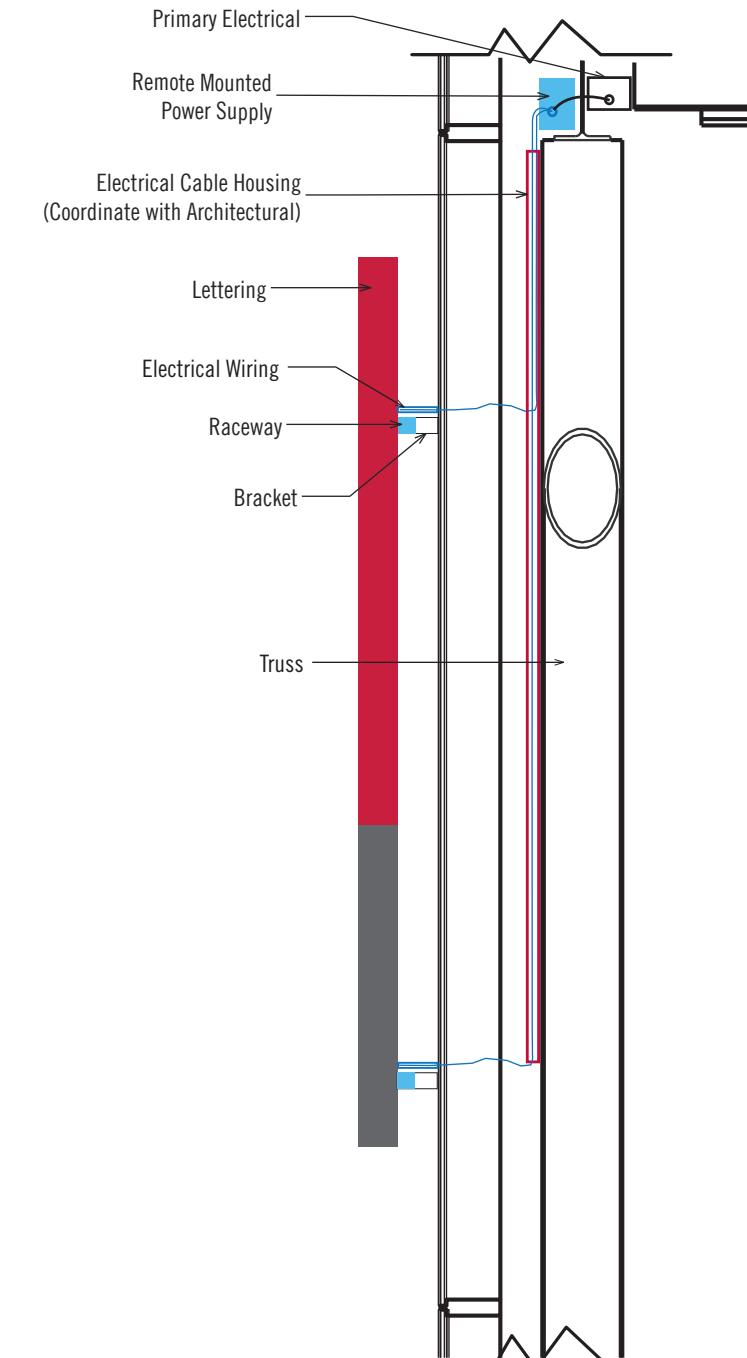
Notes and callouts of all elements as shown on W3.E5a thru W3.E5d.



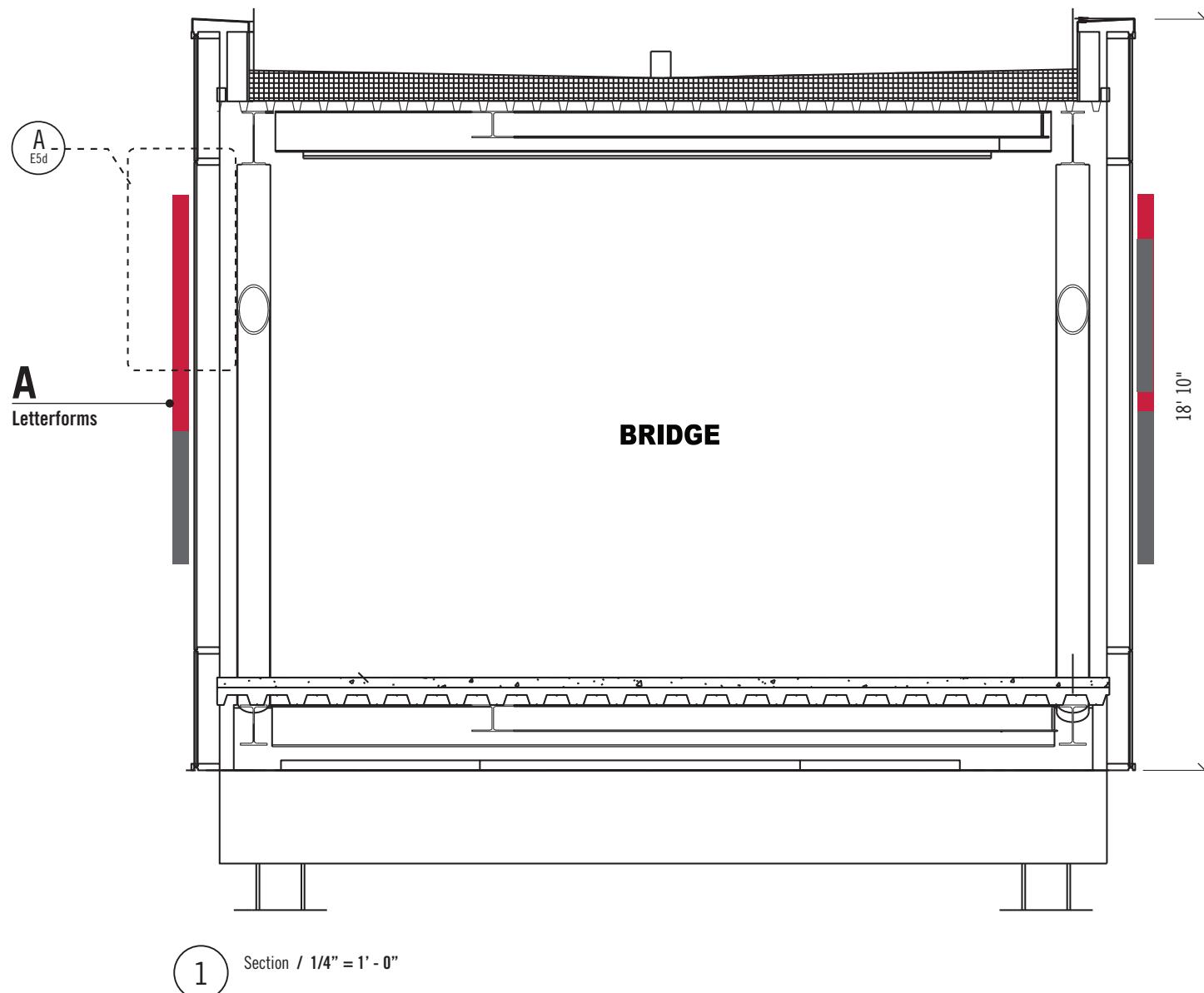
2 Power Runs - Bridge South / $1/16'' = 1' - 0''$
E5.00.02



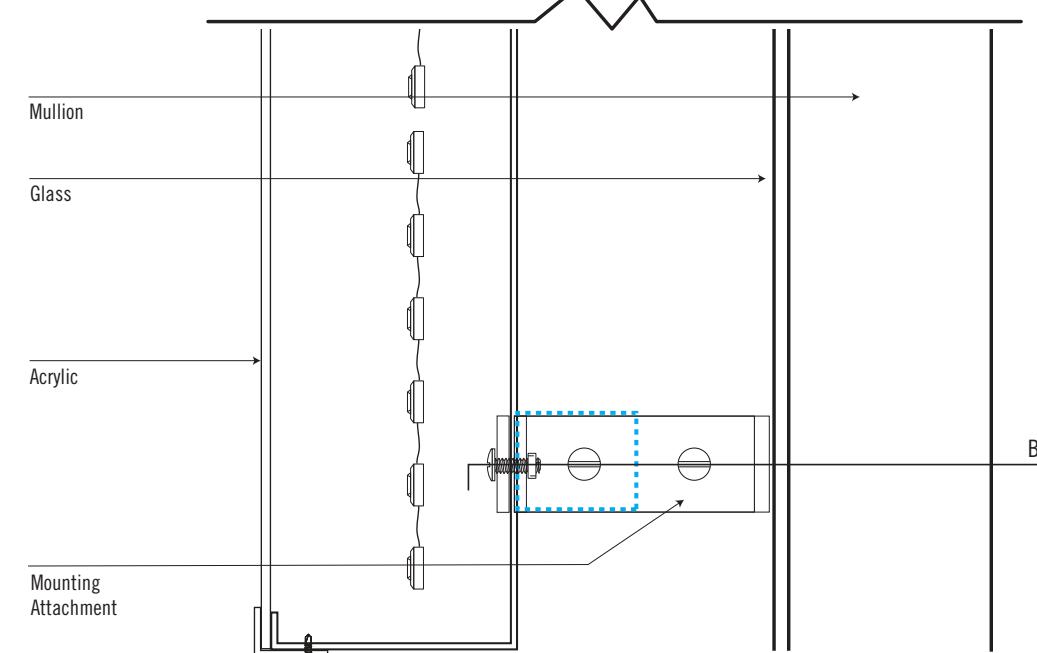
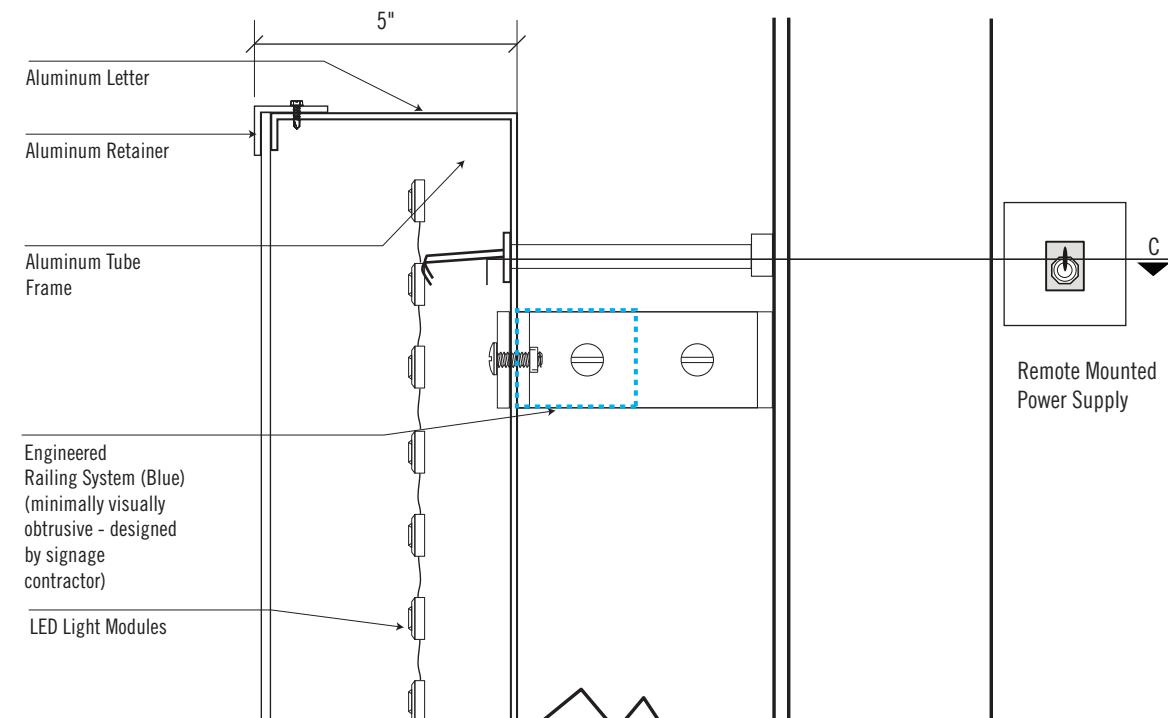
1 Power Runs - Bridge North / $1/16'' = 1' - 0''$
E5.00.01



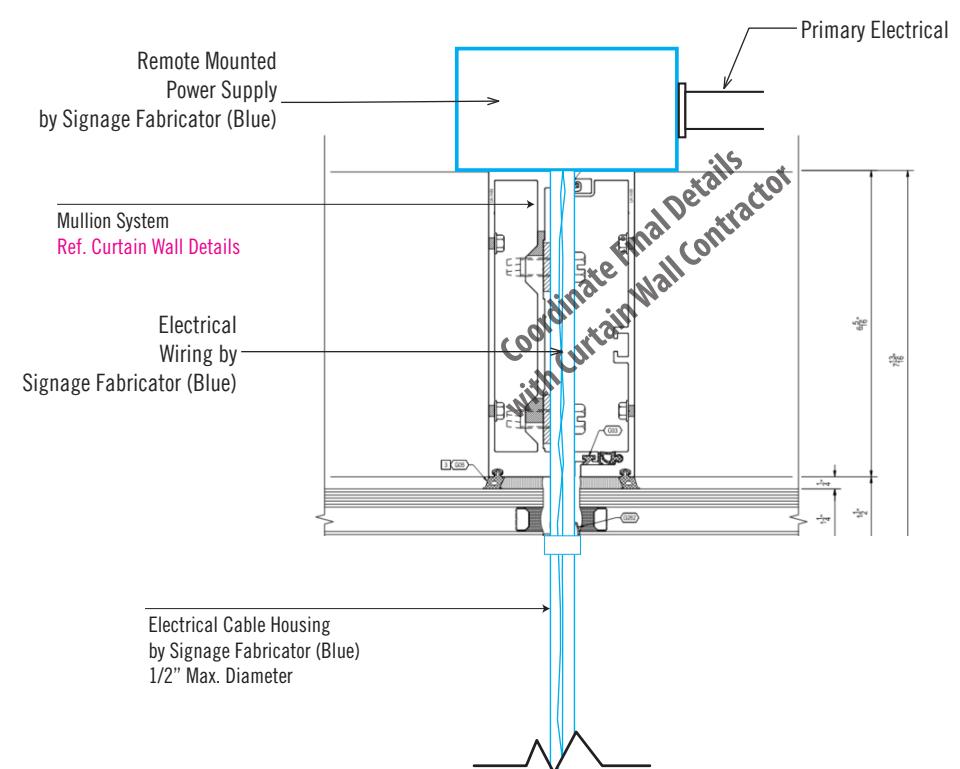
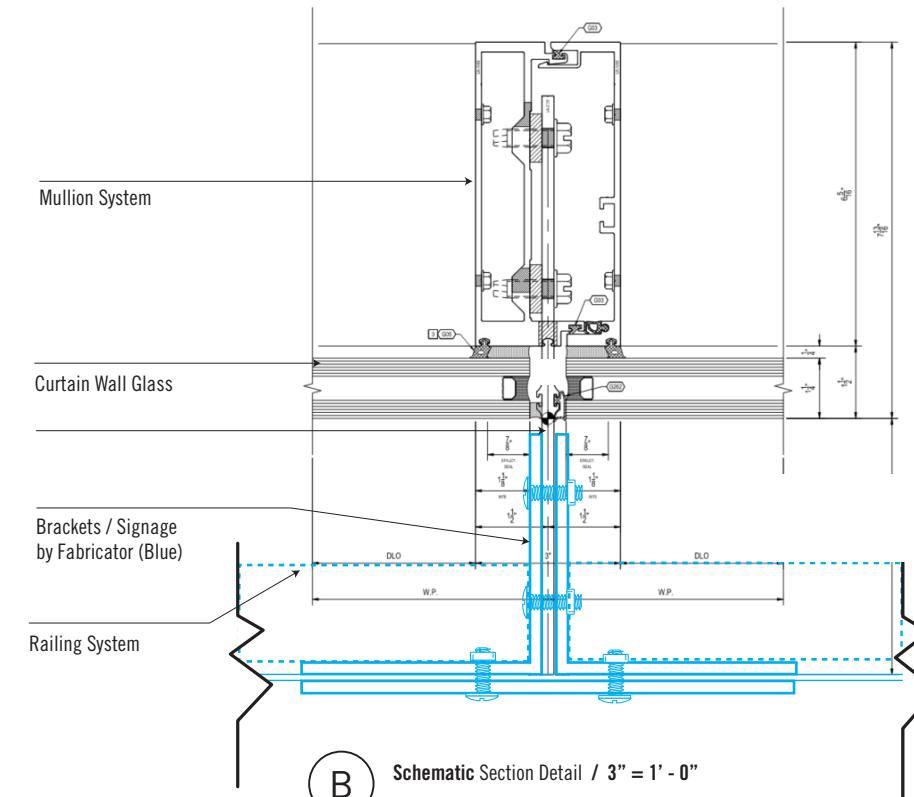
3 Section / $1/2'' = 1' - 0''$
Schematic



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



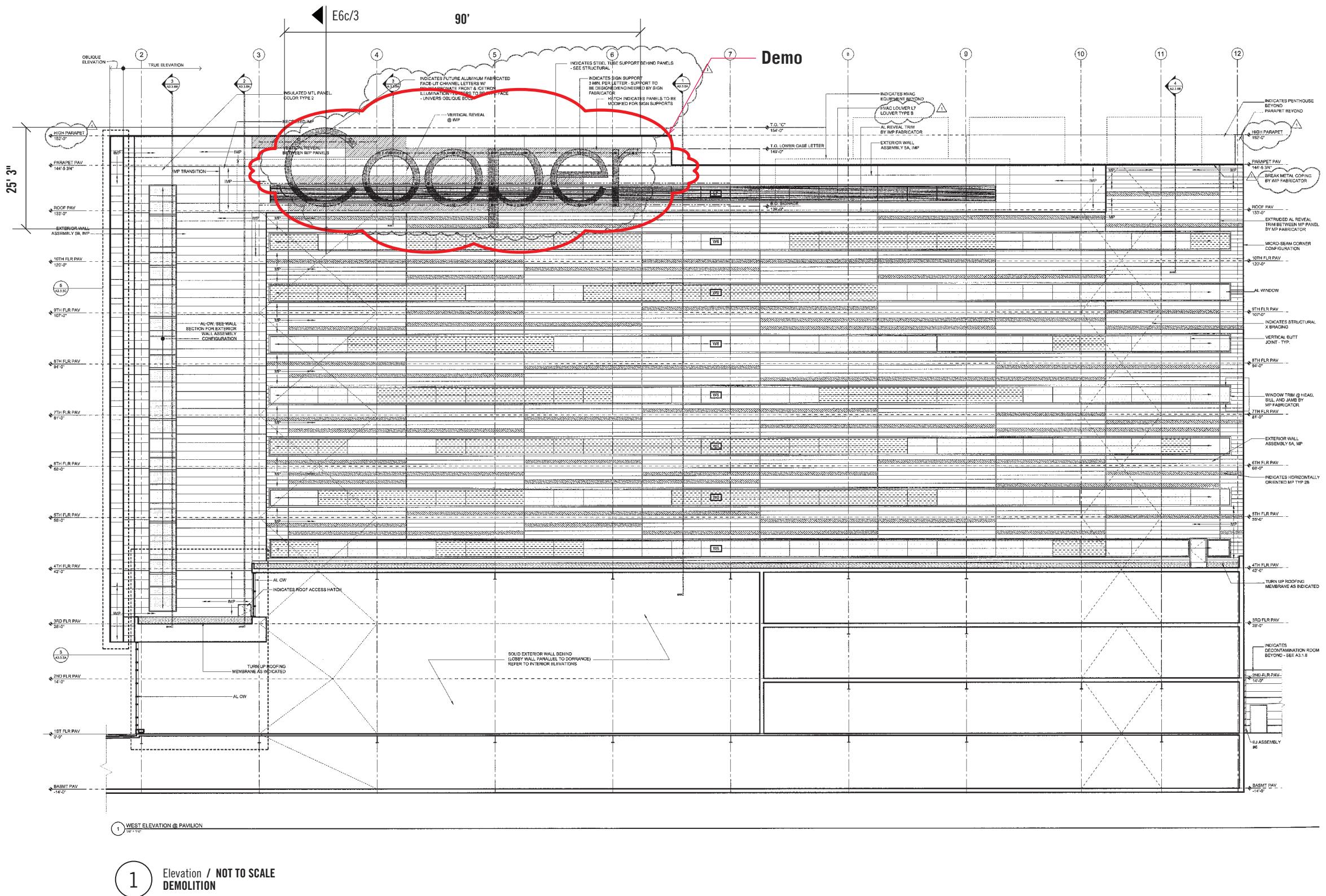
A Schematic Section Detail / 3" = 1' - 0"



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

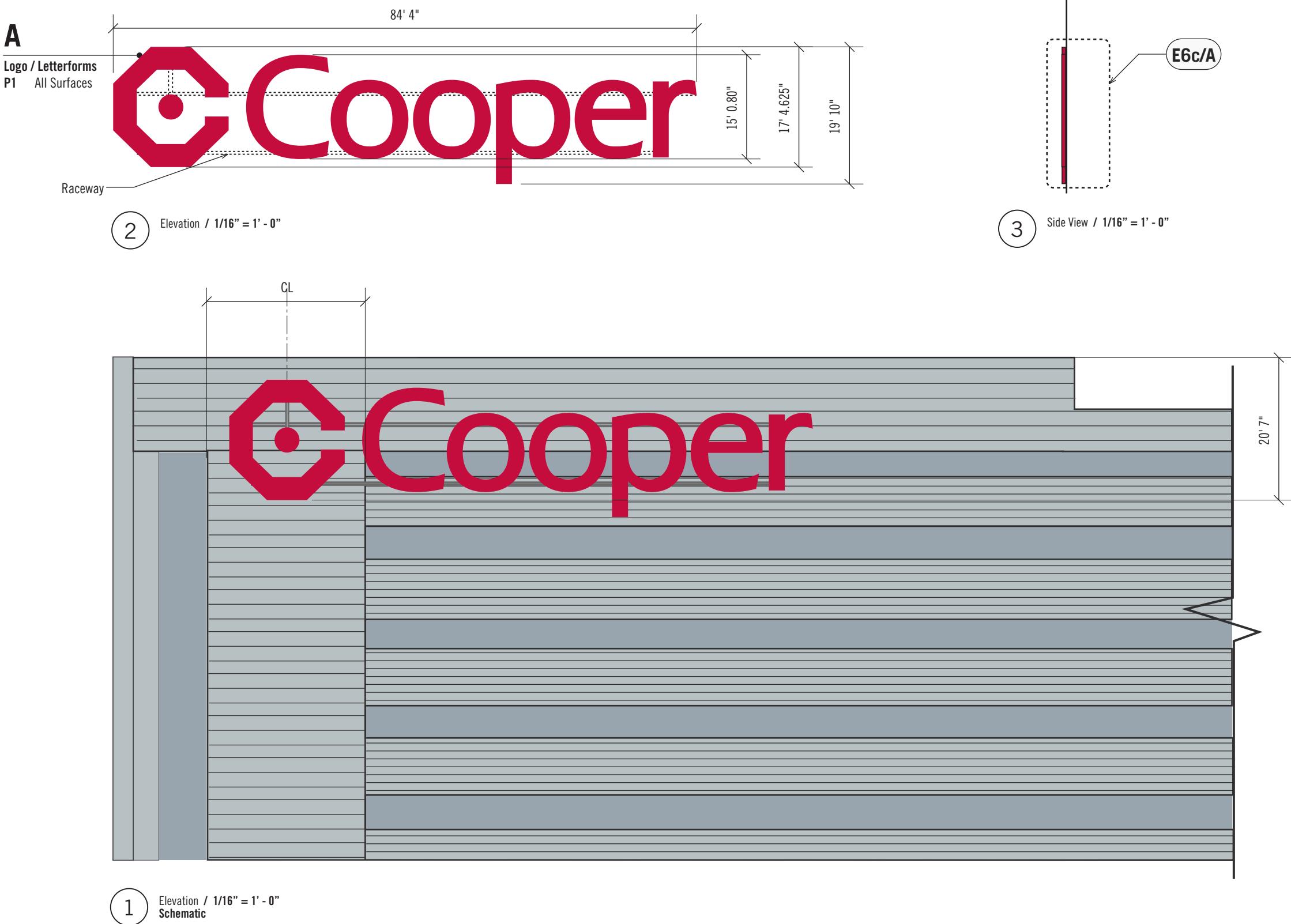
Demolition:

Remove and haul off existing illuminated letterforms taking caution to avoid any facade damage. 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 as approved by architect.

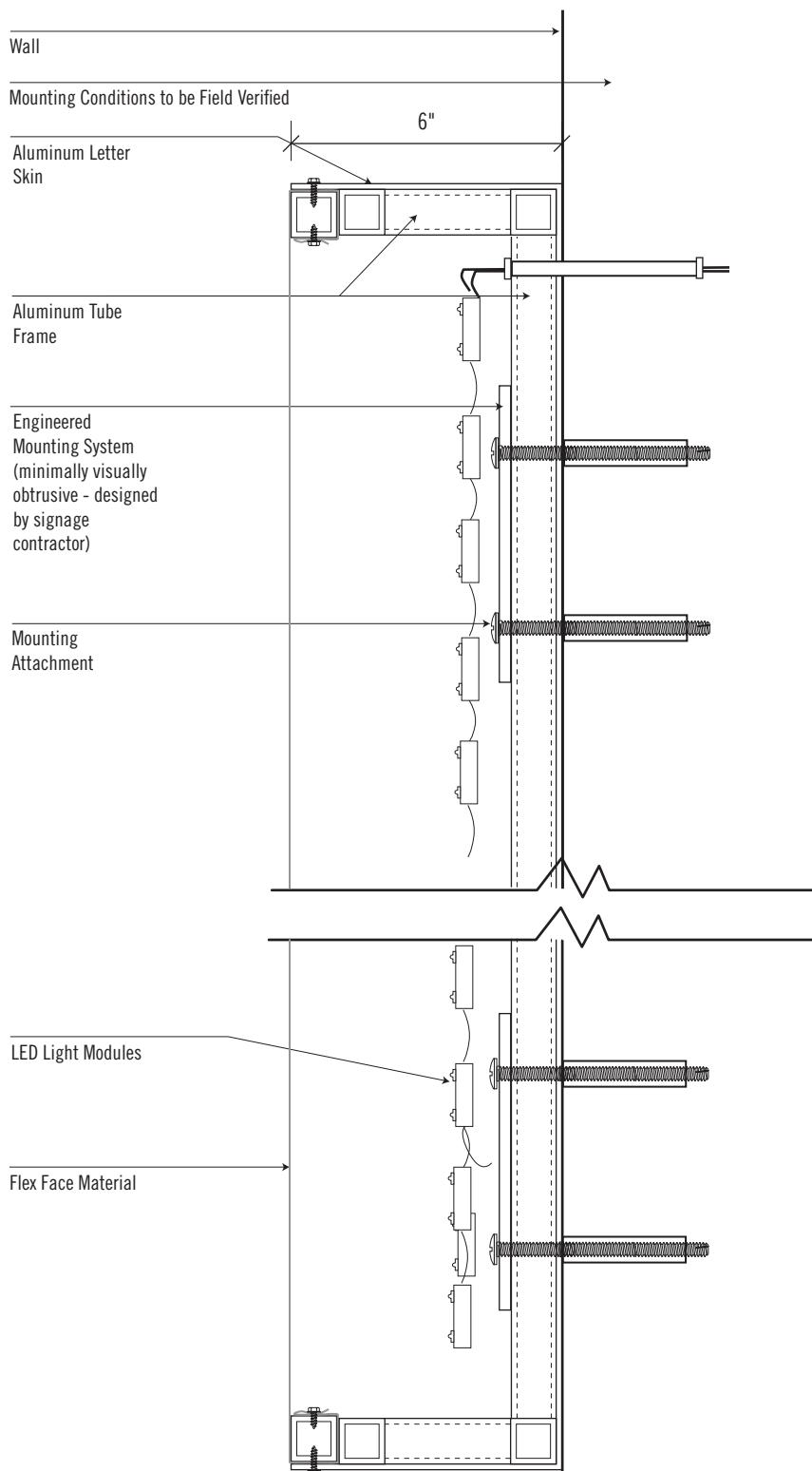


Mark	Description	Date

Replacement Building Mounted ID



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



A
Schematic Section Detail / 3" = 1' - 0"
SCHEMATIC

Cooper University Health Care
Tower A
Exterior Graphic Elements

Cooper University Health Care
1 Cooper Plaza
Camden, NJ 08103

focus EGD

1909 Woodall Rodgers Fwy. Suite 415
Dallas, TX 75201
t: 214.661.6976

Mark	Description	Date

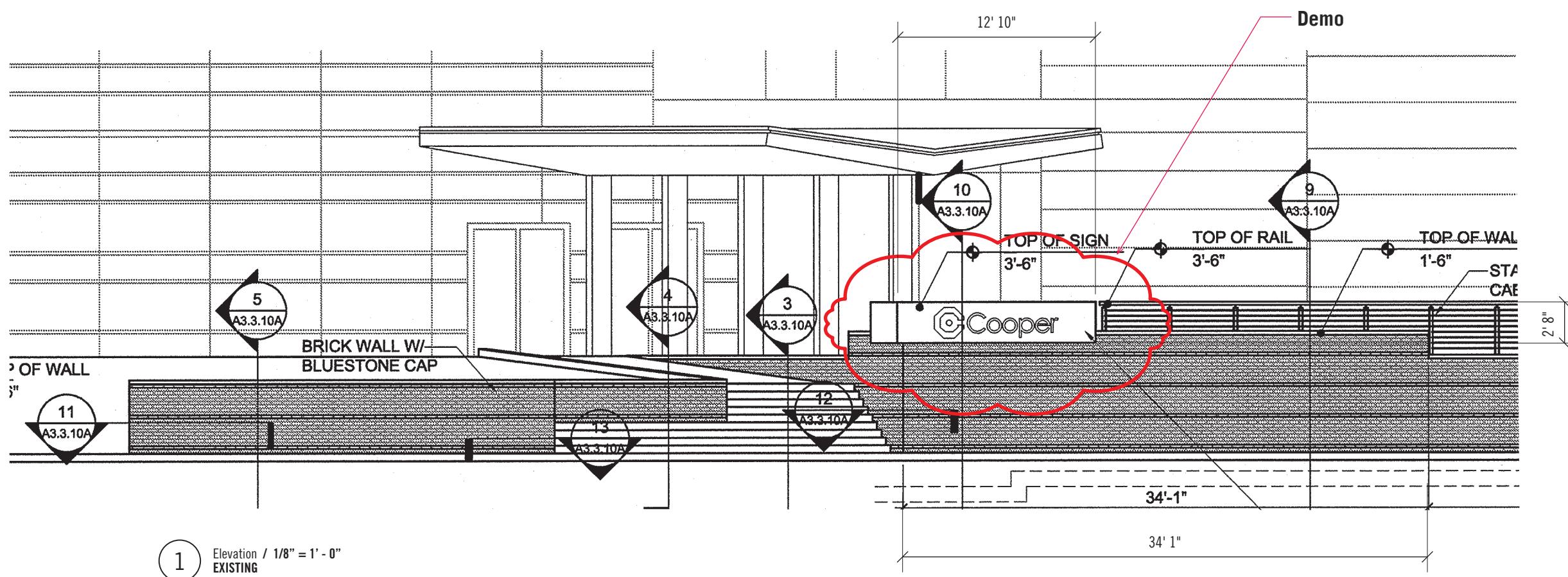
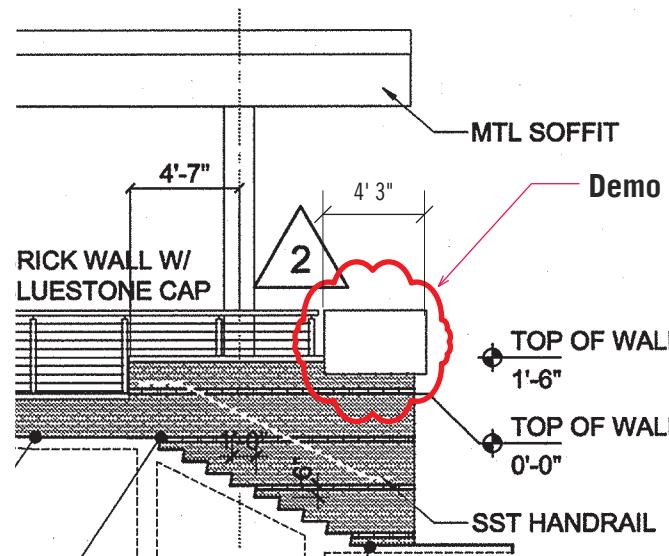
FocusEGD Project No.: 23036.001
HKS Project No.: 25695.002
Issued for Bid: 9 December 2025
Design Intent Documents

Sheet
3W.E6c

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.



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.

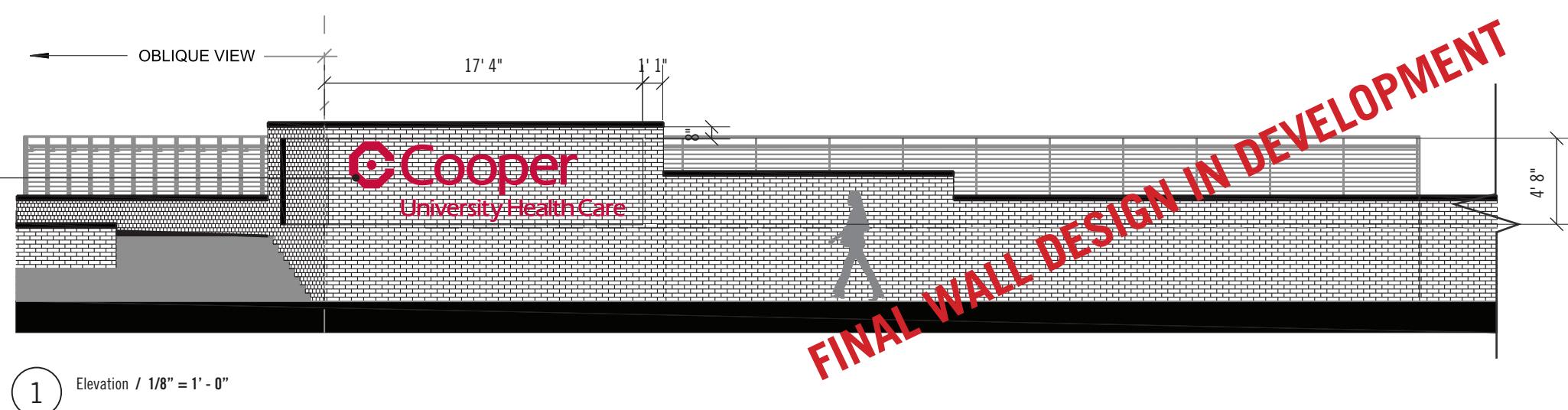
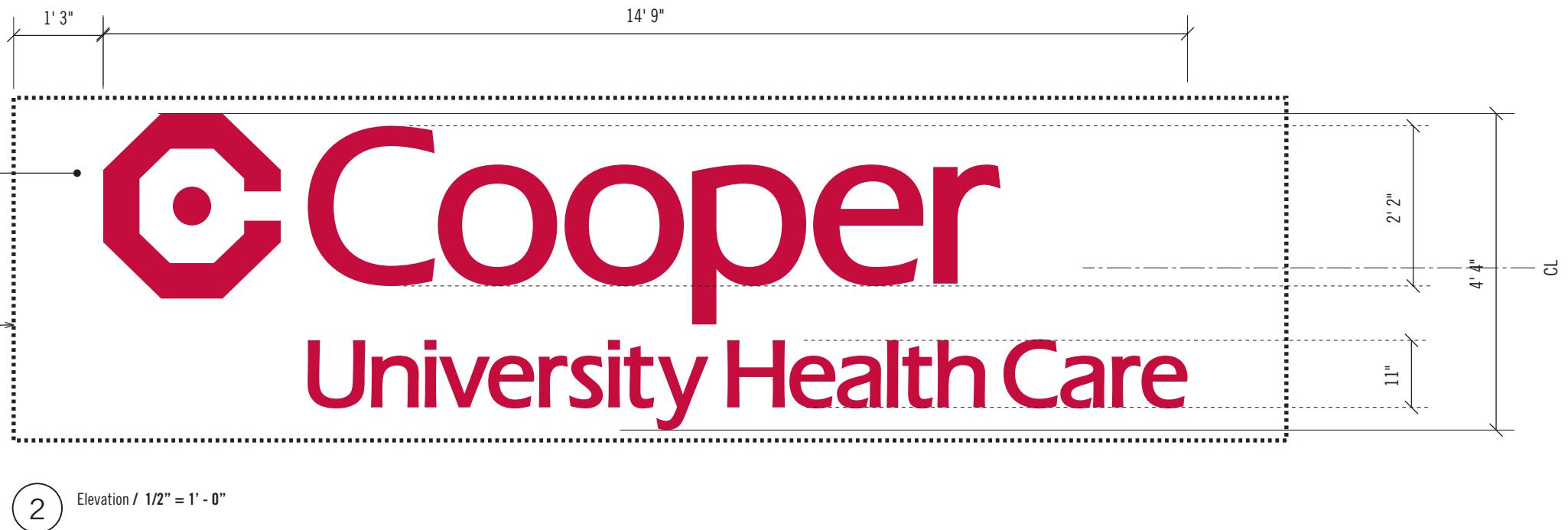
Logo:
To be provided by Designer.

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.

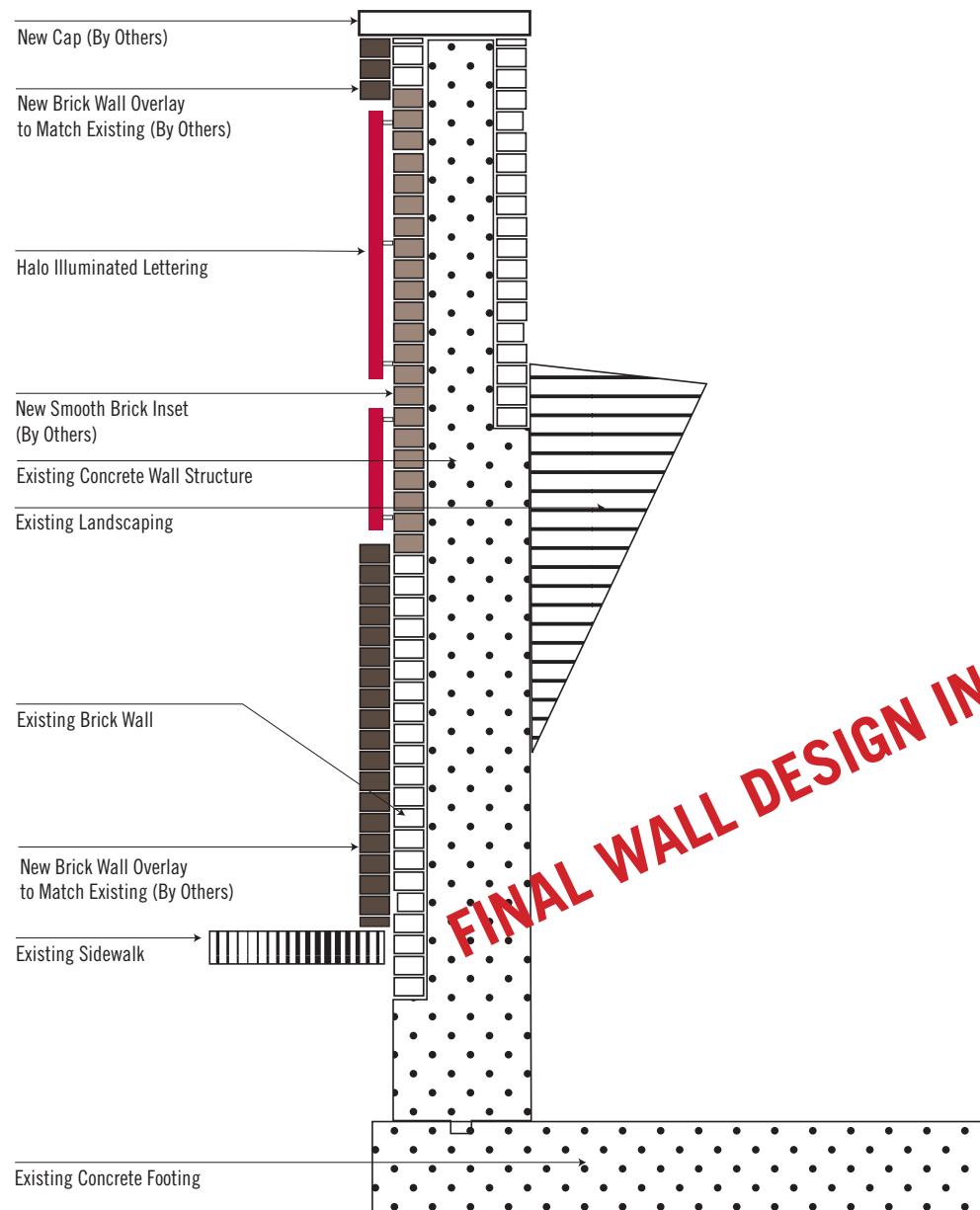
Power:
Owner or General Contractor to bring power to general location, sign contractor to provide final hookup. Coordinate all electrical requirements with Owner or General Contractor prior to fabrication.

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.



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

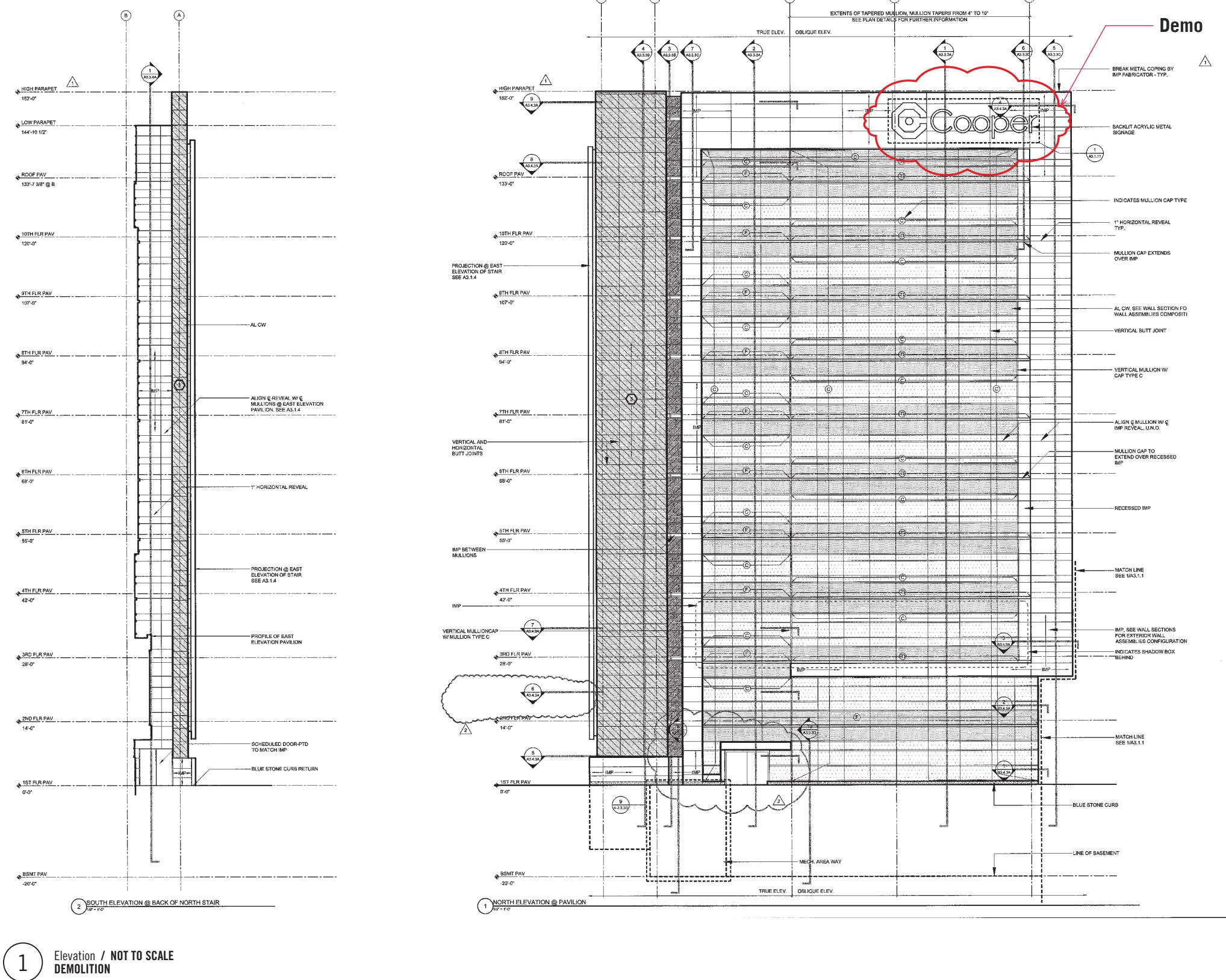


Demolition

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

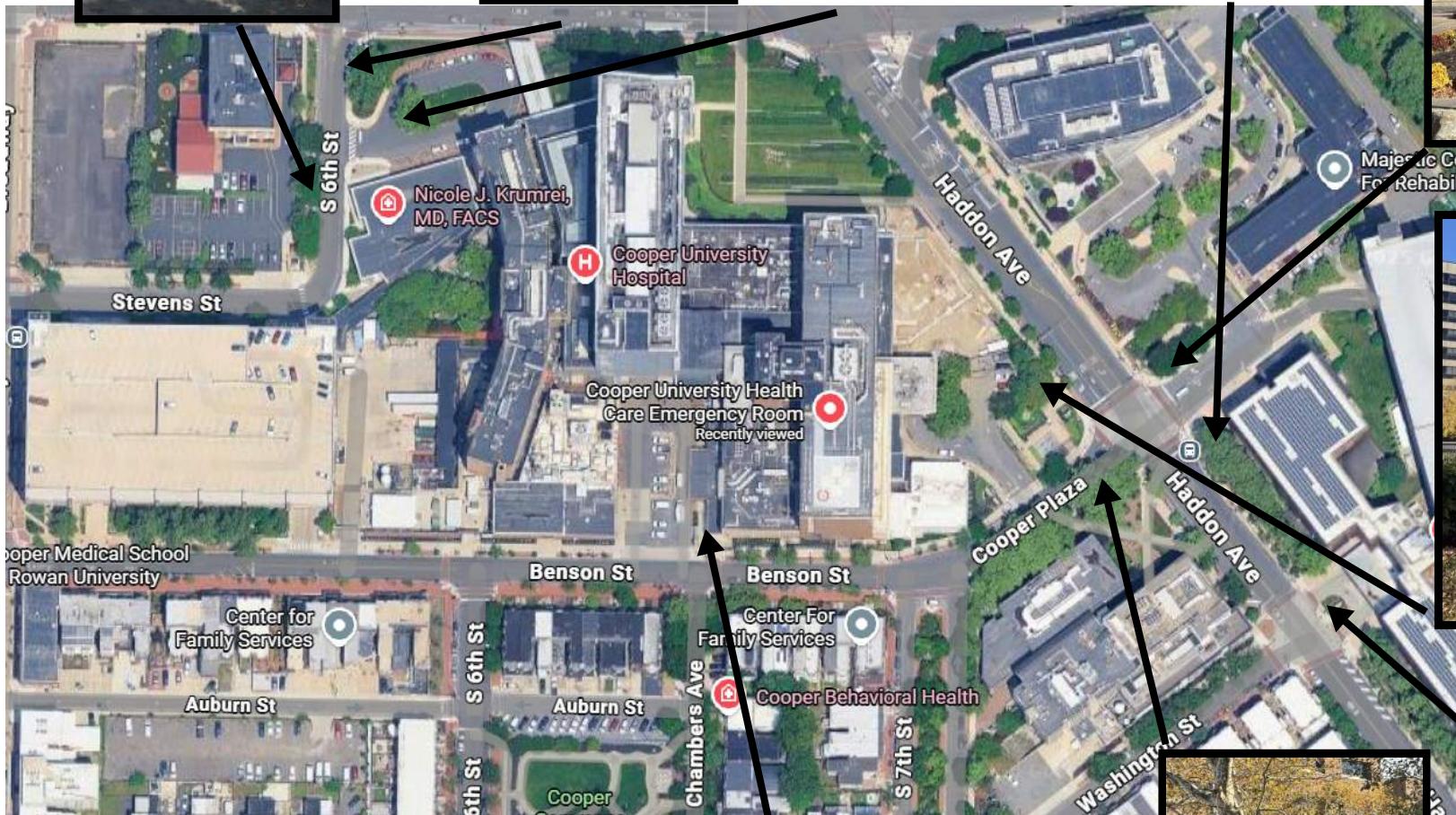
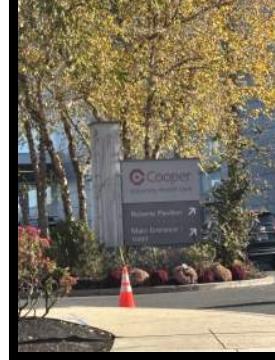
Demolition:

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.



1 Elevation / NOT TO SCALE
DEMOLITION

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

Sign Type **E2:** Building Signature Identity

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

Sign Type **E3:** Signature Identity

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

Sign Type **E4:** Stair Tower Logo

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

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

TOWER A

COOPER UNIVERSITY HEALTH CARE
COOPER UNIVERSITY HOSPITAL
CAMDEN, NEW JERSEY

ATTACHMENT 01
Site / Exterior Message Schedule

Sign Type **E8:** Demolition

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