

Tulane University

## Guidelines for Donor Recognition of Campus Elements

Gift Amount Tiers and Plaque Guidelines

Effective May 1, 2014



Alumni/ae, students, parents and other individuals and organizations offer generous gifts to the university to renew the campus through place-making and landscape projects, the planting of trees, and the dedication of benches and other campus elements.

The following guidelines outline the university's effort to acknowledge these contributions.

Gift Amount Tiers	Gift Amount	Size of Plaque	Type of Plaque	General Gift Recognition Type*	Allowance for Fabrication/ Installation of Plaque (within gift amount)
Tier 5	Over \$1,000,000	Up to 250 sq. in.	Engraved Stone, Brass or Stainless Steel, Cast Bronze	Major Place Making Projects	as appropriate
Tier 4	Over \$150,000	Up to 200 sq. in.	Engraved Stone, Brass or Stainless Steel, Cast Bronze	Large Place Making Projects	\$2,500
Tier 3	\$50,000-\$150,000	Up to 100 sq. in.	Engraved Stone, Brass or Stainless Steel, Cast Bronze	Small Landscape Projects	\$1,500
Tier 2**	\$5,000-\$49,999	Up to 50 sq. in.	Choice amongst Tier 2 Plaque Options, see page 3**	New Landscape Elements	10% of donation up to \$850
Tier 1**	\$2,500-\$4,999	Up to 20 sq. in. (2 1/2" x 6" preferred)	Choice amongst Tier 1 Plaque Options, see page 3**	Existing Landscape Elements	\$350

\*Gift recognition types are categorized generally here. The categories are not meant to be definitive or prescriptive and are meant to help in describing the general scale of the project or element.

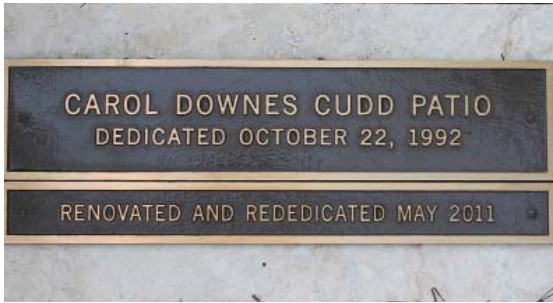
\*\*See page 3 for Tiers 1 and 2 available plaque options.

**Note** - Gift Amount up to \$2,500

Tier 1 is the minimum level contribution for a plaque to be placed on campus. The university will acknowledge all tree donations including contributions up to the \$2,500 level by recognition in the Tulane University Uptown Campus Tree Inventory. The searchable inventory will be available on the university's website by the fall of 2013. This record will be kept by the Office of Facilities Services (Uptown) with duplicate in the Office of Development.

## Tier 1 Plaque Options

Tier 1 donations will be recognized with either a stamped copper, cast bronze, or engraved brass plaque. Plaques must comply with size requirements and fabrication allowances, and are preferred at 2-1/2"x6" size. See examples below.



Carol Downes Cudd Patio at NCI, (at Tier 4 donation level), cast bronze.



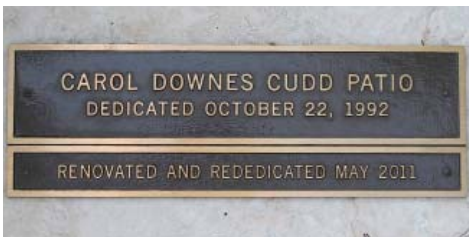
Dixon Bench Plaques at Newcomb Lawn, stamped copper.



Jill Glazer bench plaques at Glazer Gardens, engraved brass.

## Tier 2 Plaque Options, in addition to Tier 1 Options

Tier 2 donations will be recognized with any of the above options for Tier 1 donations, or an engraved stone plaque as an additional option. Engraved stone donor recognitions must exist directly on the landscape element (such as a bench), rather than an additional piece of stone mounted on an existing surface. Stone engravings are not permitted on existing stone campus elements of significant value. Plaques must comply with size requirements and fabrication allowances. See example below.



1912 Bench, engraved stone.

## Material Definitions

**Cast Bronze** - Bronze metal cast in a mold with raised letters and border. Letters and border should contrast to the background of the plaque, and be raised 1/8". See Carol Downes Cudd Patio at Newcomb College Institute for example.

**Stamped Copper** - Copper stamped with lettering resulting in some depression on the surface of the material. See Dixon Bench Plaques at Newcomb Lawn for example.

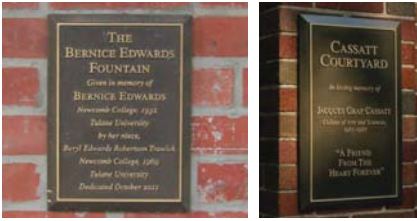
**Engraved Brass** - Brass polished and engraved with letters appearing as a depression in the material. Letters and the material should have adequate contrast. See McAlister Place plaques for example.

**Engraved Stone** - Stone with lettering existing as a depression in the material. See Benenson Plaza for example.

**Engraved Stainless Steel** - Stainless Steel with letters depressed into material. Letters should have adequate contrast to their background. See the Gorson Gardens at the Lavin Bernick Center for example.

**Etched** - TBD

### Typeface Options



**Times Smallcaps & Oldstyle Figures** - currently existing in the Alumni House, Dinwiddie, Cassatt Courtyard, and others

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
OPQRSTUVWXYZÀÀÉ  
ÀÊÎÕØabcdefghijklmnop  
nopqrstuvwxyzàåéîõøü  
&1234567890(\$£.,!?)



**Frutiger** - currently existing in the Lavin Bernick Center

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
PQRSTUVWXYZÀÀÉ  
abcdefghijklmnopqr  
rstuvwxyzàåéîõøü  
&1234567890(\$£.,!?)



**Gotham** - currently existing on McAlister Place, or on the Petrified Wood plaque at Dinwiddie

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
PQRSTUVWXYZÀÀÉÎ  
abcdefghijklmnopqrst  
uvwxyzàå&12345678  
901234567890(\$£€.,!?)



**Trajan** - currently existing on the Benenson Monument Wall at Gibson Circle

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
OPQRSTUVWXYZÀÀ  
ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
QRSTUVWXYZÀÀÉÎÕØ  
&1234567890(\$£€.,!?)



**Helvetica** - currently existing on all Tulane building signs

ABCDEFGHIJKLMNOPQRSTUVWXYZÀ  
OPQRSTUVWXYZÀ  
ÀÊÎÕabcdefghijklmnop  
opqrstuvwxyzàåéîõø  
&1234567890(\$£.,!?)

## Plaque Guidelines

All plaques will be mounted on a bench, a wall, or some other existing architectural surface on the exterior of the associated building or area (depending on the setting). Tombstone style plaques are not the preferred format.

Allowance for the cost in the fabrication and installation of the plaque will be included within the donation amount. Special requests above Tier 2 donations (within the allotted parameters) by the donors requiring upgrade costs beyond the standard allowance of plaques will be funded by the donor.

Plaques shall be compatible with existing campus signage types and/or the architecture of adjoining buildings. Typical plaque designs meet visual specifications of having simple lines, being clearly worded, and with easy to read fonts (see Typeface Options on previous page) that adequately contrast to their background. Plaques and chosen font should be visually appropriate to their surroundings.

Gift recognition types below Tier 5 will be recognized with one compliant plaque per donation. In the case of Tier 5 gift recognition, exceptions may be made for an additional plaque within the allotted parameters if the project is extensive or widely dispersed, but are subject to a design review by the University Planning Office.

Plaque designs will be reviewed by the Office of Development and the University Planning Office.

## Naming of Projects

Refer to [Tulane University Gift Acceptance Policy](#), draft dated 02-22-13.

## Removal, Alterations, and Relocations of Plaques

Plans for the removal, alteration, or relocation of plaques shall be discussed with the Office of Development and the donor prior to such action.

## Maintenance Fees

Costs for installation and maintenance should be incorporated in gift amount.

## Honorary Plaques

Requests for honorary plaques, or those plaques without associated donation amounts, shall be approved by a Tulane Senior Vice President or the Vice President of the appropriate department or division.

## Other Resources

Refer to [Tulane Tree Policy Procedures Plan \(2005, revised 2013\)](#), section "Dedicated Trees at Tulane" and [Bench Guidelines](#) (in draft form, 2013) for additional tree and bench background and parameters.