University Policy #9100

University Sign Policy

Effective Date

November 1998

Last Revision Date

November 2016

Responsible Party

Chief Operating Office and Vice President for Campus Operations, (208) 426-1233
Associate Vice President of Communications and Marketing, (208) 426-5391

Scope and Audience

This policy applies to all University and vendor signage on University-owned property.

Additional Authority

- Americans with Disabilities Act of 1990, Amended
- University Policy 1100 (Use of University Space)

1. Policy Purpose

This policy outlines a system to coordinate a comprehensive exterior and interior sign program at Boise State University, including identification, directional, and regulatory signs.
2. Policy Statement

Boise State University is committed to best practices in the design and placement of signage on its property to enhance the University’s visual identity and the campus experience, and to ensure ease of public access to and on the University campus. The goal is to place as few signs as necessary, each with clear and consistent graphics, typography, and message.

3. Definitions

3.1 Exterior Signage

Signs located outside that help the University community and visitors find: 1) buildings and campus locations; 2) specific areas of campus such as wireless enabled zones; and/or visitor alerts about parking; smoking; or other campus policy or procedure; and 3) information related to construction projects or special events.

3.2 Temporary Signage

Signs placed to inform the campus community and visitors about events and University activities that will be visible for less than 90 days. Signs and postings not affiliated with events on campus or University activities are not covered by this policy but addressed in University Policy 1100 (Use of University Space).

3.3 Permanent Signage

Signs that are affixed to a building or in the ground for 90 days or longer.

4. Responsibilities and Procedures

4.1 University Sign Committee Responsibilities

a. Create and maintain a University Sign Manual that describes various types of approved signs, graphic and mechanical standards for signs and procedures for sign approval and construction.

b. Implement a comprehensive, coordinated sign system, which includes drafting and implementing a plan that includes identification, directional and regulatory signs.

c. Audit existing signs and review proposed signs to maintain standards as outlined in the University Sign Manual.
d. Provide appeal opportunities to requirements stated in the University Sign Manual (once completed) or to decisions rendered by the University Sign Committee, or Architectural and Engineering Services.

e. Work with University Advancement Donor Relations, as Donor Relations oversees the development of donor recognition signage. The University Sign Committee in partnership with Donor Relations will ensure compliance with the University Sign Manual.

4.2 Exterior Signage

a. Exterior Signage in all university facilities shall follow the University Sign Manual.

b. Exterior signage shall be in compliance with the Americans with Disabilities Act including all its future updates and revisions.

c. Any exterior signage that diverges from the University Sign Manual, once completed, must be individually approved by the University Sign Committee.

d. Any exterior banner or flag that affixes to university property (buildings, poles, etc.) must be approved by the University Brand Committee and the Chief Operating Officer or his/her designee. These spaces are generally reserved for top-level university-wide branding efforts.

e. Outward-facing lawns, building facades, street poles and other public-facing elements of university property are generally reserved for top-level university-wide branding efforts, and all signs, banners, flags or other branding and marketing materials used in these spaces must be approved by the University Brand Committee and the Chief Operating Officer or his/her designee.

4.3 Interior Signage

a. Interior signage in all university facilities shall follow the University Sign Manual currently under development.

b. Interior signage shall be in compliance with the Americans with Disabilities Act, including all its future updates and revisions.

c. Campus units can contact the University Sign Shop for cost estimates, creation and installation of interior signs.
d. Any Interior Signage that diverge from the University Sign Manual once it is completed must be individually approved by the University Sign Committee.

e. Work with University Advancement Donor Relations, as Donor Relations oversees the development of donor recognition signage. The University Sign Committee in partnership with Donor Relations will ensure compliance with the University Sign Manual.

f. Campus units or individuals in those units may not remove Signage or change wording on Signage without the prior approval of the University Sign Committee.

4.4 Temporary Signage

a. Temporary Signage must be displayed or posted in compliance with University Policy 1100 (Use of University Space).

b. All Temporary Signage that diverge from the University Brand Standards must be approved by the University Brand Committee.

c. Student election signage is addressed in the Student Elections Manual.

4.5 Vendor Signage

Vendor or third party contract signage is subject to this policy and the limitations that govern any and all vendor presence on campus. These limitations are included in each vendor or third party’s contract signed with the University unless authorized by the appropriate contract administrator.

a. Banners advertising vendor or third party contract business are not allowed on campus unless approved as part of a sponsorship. Contact the Office of Trademark Licensing for more information.

b. Construction companies may have signage designating participation in a significant campus building project. Signage will be within prescribed specifications and approved by the University on a case by case basis. Contact Architectural and Engineering Services for more information.

4.6 Policy Non-Compliance

Non-compliance with this policy could result in disciplinary action through Human Resources or the Student Code of Conduct, as appropriate.
5. Appendix A

University Sign Committee Members:

Director of Capital Planning and Space Management
Capital Planner of Capital Planning and Space Management
Associate Vice President of Communications and Marketing
Visualization and Initiatives Planner
Campus Operations, Manager of Communications and Special Projects
Assistant Director of Transportation and Parking Services
Associate Special Counsel
Associate Vice President of Campus Planning and Facilities
Director of Trademark Licensing and Enforcement (or designee)
Manager of the Sign Shop

Revision History

July 2016; November 2016