



# **SIGNAGE**

# P O L I C Y

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**University Graphic Standards**

[www.uky.edu/graphics](http://www.uky.edu/graphics)

- A. This policy provides general guidelines for signage on the University campus.

**The purpose is to:**

1. provide clear, concise information for all users, to improve way-finding,
  2. promote public health, safety and welfare,
  3. promote a unified and attractive sign appearance for all facilities,
  4. minimize maintenance and repairs of the buildings,
  5. as appropriate, recognize the generosity of a donor/sponsor, and
  6. eliminate inconsistent, ineffective, and unnecessary signs.
- B. All signage issues not specifically addressed by this or other University policies are to be referred to the University Architect. Interpretations of this Policy are made by the University Architect. Any appeal of the University Architect's decision may be made to the Vice President for Facilities Management. A final second appeal of decisions may be heard and official interpretations of this Policy are made by the University Signage Committee.

1. There are four primary types of signage allowed on University Property:
  - Identification signage for buildings, facilities, venues, and directories
  - Way-finding signage
  - Regulatory signage for vehicular, bicycle and pedestrian movement, parking, etc.
  - Temporary signage for events, announcements, etc.
2. Primary Administrator means the administrator who has primary responsibility for a facility. For example, the Dean of Fine Arts is primary administrator responsible for the Fine Arts Building and Singletary Center for the Arts while the Dean of Design is primary administrator responsible for Pence Hall; the Dean of the College of Agriculture is the primary administrator responsible for numerous College of Agriculture facilities. In shared facilities, each primary administrator is responsible for her/his space, and decisions on common areas rest with the sharing primary administrators.

### **A. ADA Sign Mounting and Location Height**

All permanent signage shall be in accordance with the Americans with Disabilities Act standards. Signage shall be approved in advance by the University Architect. The University Architect shall consult with the Office of Institutional Equity and Equal Opportunity on ADA matters, when necessary. As appropriate, Braille signs should be used when required by ADA.

### **B. Sign Content**

The primary content of campus signage shall be consistent with guidelines of signage (See Policy Section A).

### **C. Sign Design**

Any design or placement issues not specifically covered by this policy shall be addressed to and approved by the University Architect.

### **D. External Sign Installation**

All signs, with the exception of temporary ones that are not attached to facilities (yard signs), are to be installed and removed by the Physical Plant Division only. The Director of Physical Plant Med Center or the Director of Physical Plant Campus may delegate this responsibility to appropriate units that have their own facilities employees such as the Athletics Department or the College of Agriculture. To arrange for installation of signs upon approval from the University Architect, contact the appropriate PPD unit.

### **E. Standard Interior Sign Locations**

1. Rules for standard location of official University interior signs shall be developed by and available from the University Architect.
2. When new signage is installed in locations with existing non-standard or duplicate signage, removal of old signage and repair and/or refinishing of building surfaces shall be included in the project. New signage shall comply with specifications provided by the University Architect.

## **F. Temporary Signs/Displays**

These signs shall be used only temporarily and are not intended to be used in place of standard signage. No surface-damaging adhesives (e.g. glues, construction adhesives, duct tape) or surface-penetrating fasteners are to be used to display temporary displays of any kind. Temporary signs shall not obstruct permanent signs, windows, doors, or ventilation grilles. (See Section U of this policy for rules on temporary yard signs.)

## **G. Building Surface Artwork**

### **1. External**

Proposed artwork must be approved in advance using a memorandum to be submitted via the respective department head or dean/director in charge of the facility where the art is to be exhibited, and the Vice President for Facilities, the University Architect, and the Public Art Committee. The memorandum will include the location and a description of the proposed surface, the general concept of the work, the proposed schedule, a general description of how the work will be executed, how it will be maintained, how long it will remain in place, and who will be responsible for its removal. The memorandum shall either include or have an attachment that details the owner of the work, and, if not the University, the conditions under which the work will be exhibited.

### **2. Internal (Public Spaces)**

While adhering to other University regulations and being consistent with University graphic standards, generally, surface art, including bulletin boards, are the responsibility of the primary administrator of the building.

## **H. Exterior Building Identification**

1. Specifications for exterior identification of buildings shall be provided by the University Architect.

2. After mounting as a part of the original construction, all other exterior identification shall be installed by PPD, or contractor specified by PPD, as directed by the University Architect.

## **I. Building Entry**

1. Building Directories may display the names of people and units, located in the building where the directory is mounted. Directories should be mounted within view of the building's main entry doors. For consistency on the campus, it is recommended that the content of the directories be organized with an alphabetical listing of last names, followed by first, then title if desired, and then corresponding room numbers. The directory cabinet should complement the building architecture or may be an electronic directory as approved by the University Architect.

2. Unit Directories are optional and may display information about a specific unit or units that are located in that building and/or any other University building. It is recommended that the content of these directories include: the unit name and an alphabetical listing of the principal contacts within the unit; for consistency, it is suggested that the contacts will be organized with last names followed by first, then title if desired, and then corresponding room numbers. The unit cabinet should complement the building architecture or be an electronic directory; both shall be approved by the University Architect.

3. It is recommended that a Building Plan be mounted near each group of public entry doors, and in circulation lobbies. A Building Plan consists of a simplified building floor plan graphically indicating the major circulation routes, accessible path of travel, toilet locations, building directory location, major spaces, severe weather shelter location.

4. Signs noting that the University is a Tobacco Free campus shall be consistent with other general campus signage and shall be approved by the University Architect.

5. Signs noting that the campus is, with the exception of possession in an automobile, weapons-free (including concealed) shall be consistent with other general campus signage and shall be approved by the University Architect.

## **J. Building Circulation**

1. Rules for signage for building circulation, including but not limited to exit signs and emergency evacuation maps, will be available from the University Architect or University Fire Marshal.
2. Enclosed Stairs & Elevator signs are to be pictogram, word and Braille. Stairs that are not designated exit/fire stairs shall only have a sign listing the rooms they lead to.

## **K. Room Identification**

1. Rest room signs shall consist of a pictogram, word and Braille.
2. Room number signs shall have the following information: room number and room description with Braille below each. For classrooms and offices only, changeable signs may be positioned directly below the room number sign for temporary information when space allows.
3. Seating Capacity signs shall include the message “Seating Capacity” above the number for the allowed capacity.

## **L. Bulletin Boards and Display Cases**

1. The use of bulletin boards and electronic message systems are controlled by the primary administrator responsible for the particular building. Bulletin boards and electronic message systems are only to be used inside buildings and are for announcements of University units and student organization or departmental activities. Bulletin boards are not to be used for personal, commercial, or business purposes. Use of bulletin boards and electronic message systems shall be consistent with the Governing Regulations on Use of Facilities, Solicitation of Funds, Political Activity, and Campus Sales. (*See GR I.*)
2. Size, type and mounting location of bulletin boards and electronic message systems shall be approved by the primary administrator. All bulletin boards and electronic message systems shall be mounted by PPD, or facility operations staff.



3. Once mounted, bulletin boards or display cases in a building are considered part of the building and may not be removed except by the PPD, or facility operations staff.
4. The use of revenue generating electronic message systems is discouraged. When such a system is needed, contracts for such systems shall be approved by the Purchasing Division and the Office of General Counsel.

### **M. Inside Easels and Sandwich Boards**

Easels, sandwich boards, or any other free-standing signs are not to replace permanent signage. They may however be used under the following stipulations:

1. In public circulation areas and in unit office areas as long as they are approved by the authorized unit and do not impede pedestrian traffic. They may not obstruct required public circulation, or any permanent signs, mechanical, lighting or life-safety features.
2. Content must comply with all applicable University policies.

### **N. Hazard and Warning Signs**

Hazard and warning sign locations are as prescribed by government regulations including D.O.T. and O.S.H.A. College or departmental officials shall consult with the University Office of Environmental Health and Safety to determine requirements for these signs as they pertain to materials in the area.

### **O. Severe Weather Shelter Signs**

1. Severe weather shelter locations are to be designated by the Office of Environmental Health and Safety.
2. All severe weather shelter signs shall be permanently placed and located as determined by the Office of Environmental Health and Safety and the University Architect.

## **P. Donation Plaques**

1. The University recognizes the generosity of its financial donors with donation plaques. All donation plaque design and placement will be coordinated through the University Architect to ensure a unified appearance that is appropriate to the space displayed.
2. The University Architect will coordinate with the Development Office regarding any specific requirements associated with the donation.
3. The purchase of all plaques shall be coordinated through the Division of Purchasing.
4. Plaques or displays may note the name of individual donors, business or commercial donors, but may not contain corporate logos, or indicate commercial advertising or promotion.

## **Q. Memorial Plaques**

Requests to erect permanent memorial plaques (PMP) shall be submitted to a committee composed of the University Architect, the Vice President for Facilities Management, the Vice President for Student Affairs and the Vice President for University Relations. If approved by that committee, a PMP may be erected only by Physical Plant Division.

Creating a PMP is a desire sometimes expressed by alumni, parents, faculty and staff wishing to memorialize individuals and/or groups. Examples of PMPs are plaques, trees, benches, groves, arboretums and/or signage within a building. Due to the significant costs involved in maintaining PMPs, donors are encouraged instead to consider creating a named endowed fund which will perpetuate the honoree's name.

If a donor wishes to make a gift for a PMP, and if approved by the committee, the donation is expected to absorb the entire cost of a PMP unless already budgeted for within project estimates. These costs include, but are not limited to, the price of the physical PMP, design fees, contingencies, delivery, installation and on-going maintenance.

All gifts for PMPs must be received in advance of final design work, manufacturing and installation of the PMP. In the event a pledge made in conjunction with a PMP is not fulfilled by the established deadline, the commemorative will not be erected and all naming opportunities related to the PMP are nullified unless funding from an alternative source is identified. Pledge payments from the unfilled pledge will be used to assist the University with the on-going maintenance of existing campus PMPs unless otherwise directed by the donor.

PMPs may be mounted within buildings, as long as they do not impede the instructional, performance and research functions within.

The purchase of all PMPs shall be coordinated through the Division of Purchasing. No corporate logo may appear on a PMP.

## **R. Historical Markers**

Historical Markers may be erected only pursuant to the UK Senior Class Challenge Campus Historical Marker Program or as directed by the Vice President for University Relations. Approved Historical Markers may be erected to reflect the history of a former campus building or specific event. Such Historical Markers may only be erected after approval of the University Architect and the Vice President for Facilities Management. Historical Markers shall be erected by the Physical Plant Division.

## **S. Banners**

Banners may be displayed on campus to celebrate the achievements of UK faculty, staff, students, alumni, colleges or units, or as informational location or direction messages in support of university events or programs.

Banners that are permitted on campus are subject to the following guidelines:

1. Location and installation shall be aesthetically pleasing.
2. Units regularly using banners as a means of

communication or promotion of events are strongly encouraged to install permanent banner posts, as approved by the University Architect.

3. Attachment to exterior or interior of buildings shall be approved by the University Architect.

4. Prior to submission to the University Architect for approval, installation of a banner on a building or facility must be approved by the Primary Administrator of the building/facility. For example, the Dean of the College of Communication and Information Studies would initially approve a banner on the Grehan Building or the Vice President for Health Affairs for facilities of UK HealthCare. Approval for a banner for all buildings that do not have a clear Primary Administrator shall rest with the Director of the Student Center who shall consult with the Vice President for Facilities when needed.

5. Banners shall be installed by the University's Physical Plant Division or the facility operations staff. Installation shall be made in a previously approved fashion so that it does not damage the building or building components, or compromise building safety and/or security requirements. Any damage done to the building or building components shall be paid for by the banner sponsor.

6. Unless common themed message banners, no more than one banner may be installed on a building at one time.

7. Banners shall not be attached to light posts, sign posts, trees, other plant materials, or to structures or art pieces not associated with buildings, or University pedways unless approved by the University Architect.

8. Signs displaying political campaigning are prohibited. (Student government elections, Homecoming king/queen activities, etc. are not political campaigning.)

9. Signs displaying vendor or product advertisement for the sale of any goods or services or commercial solicitation are not allowed unless part of University

Purchasing contracts and with prior approval of the Office of Public Relations and Marketing. A banner may acknowledge sponsorship or support of a corporate sponsor but may not display a corporate logo.

**10.** Quality and design of the banner shall be consistent with University Public Relations graphic standards and shall present an image consistent with the university's brand in the community. It is highly recommended that design, size, and graphics of a banner be submitted to Public Relations prior to the banner being made. Size of banners shall be appropriate for the intended location. Banners shall not contain language, symbols, or graphics that are obscene or discriminatory in nature.

**11.** Time of display shall not exceed 30 days in any calendar year without additional review and approval by the University Architect, unless otherwise pre-approved. In no event may a banner be displayed for more than one year, e.g., celebration of a centennial event.

**12.** Any appeals regarding banners shall be addressed to the Campus Signage Committee.

## **T. Temporary Yard Signs**

Yard signs may be used as temporary signage. This includes all free-standing products, sandwich boards, easels, etc.

Registered Non-commercial announcements may be posted on behalf of registered student organizations. Under no circumstances are announcements to be posted on any painted surface, in any classroom, or on any tree or shrub. Announcements shall indicate the name of the registered student organization on whose behalf the announcement is posted and the date posted. It shall be the responsibility of the registered student organization to remove all such announcements within three days following the program, event, or election to which the announcements are related.

No poster, handbill, or any other form of announcement may be posted in such a manner as to

cause damage. No announcement may be written or painted upon any building, sidewalk, or other natural feature of the campus.

1. These same policies and procedures apply to university units.
2. The primary purpose of temporary yard signs is to give directions or note location of events and activities. Advertising the event or activity and advertising sponsors of such event and activity are not the primary purpose of temporary yard signs.
3. Use of yard signs and the yard signs shall be approved by the Director of the Student Center, who will communicate any such approval to appropriate university officials/employees.
4. Yard signs must be for finite events (events which have a starting time and ending time).
5. Yard signs should be placed on campus no more than one week prior to the event, and must be taken down immediately following the event (evening of the event or first thing the following morning).
6. Yard signs should be placed so as not to interfere with pedestrian traffic, not present a potential tripping hazard, and not interfere with vehicle/golf cart traffic.
7. Yard signs should be placed to minimize interference with PPD grounds crews in the conduct of keeping the campus clean and groomed. This requirement will be discussed with the organization at the time of the request.
8. Sponsoring organizations shall be mindful that yard signs must not detract from an aesthetically pleasing appearance for the campus, and organizations should be respectful and avoid any appearance of clutter.
9. Yard signs may acknowledge support(s) of an event or activity, but may not display corporate logos. Commercial advertising via yard signs, fliers or posters is not permitted

10. Failure to observe and follow these policies and procedures will result in sign removal, and possible loss of future privileges. Gross violations or repeated violation may result in appropriate sanctions for employees, students or student organizations.

11. Business or commercial advertising via yard signs, fliers, posters or banners is not permitted. Business or commercial advertising via yard signs, fliers, posters or banners is not permitted. Per Governing Regulation I, University facilities may be used solely for educational, cultural and charitable purpose or other purpose as determined appropriate by the President or an appropriate administrator designated by the President.

## U. Chalking

A registered student organization or a University unit may use water soluble sidewalk chalk in approved areas if the organization follows the guidelines listed below.

1. The area approved for sidewalk chalk is the Student Center Patio area. The “Patio area” is determined and defined by the Director of the Student Center.
2. Organizations or University units must request and be granted permission from the Director of the Student Center at least one day prior to chalking.
3. Organizations or University units shall be responsible for removal of the chalking no later than one week after permission has been granted.

Chalking messages shall not contain language, symbols, or graphics that are obscene or discriminatory in nature.

Spray painting is expressly prohibited; use of spray paint shall result in appropriate individual discipline as well as assessment of damages.

## V. Handbill and Fliers

Members of the student body, faculty, and/or staff of the University may distribute on behalf of registered student organizations, a college, or a University



department free-of-charge non-commercial announcements, statements, or materials at any reasonable outdoor area on the campus.

**W. Grandfather Clause**

Existing signs, banners, and other signage covered under this Policy may remain in place for no more than six months from the date of the adoption of this Policy.

**X. Committee on University Signage**

The Committee on University Signage is a standing Presidential Committee to oversee campus signage for the University. The committee’s charge is to unify all campus signage with an appropriate style and vocabulary for a premier research and teaching institution. Areas of responsibility include, but are not limited to:

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| <b>Building Identification Signage</b>       | <b>Directional Signage</b> |
| <b>Public Information/Regulatory Signage</b> | <b>Signage Requests</b>    |
| <b>Temporary Event Signage</b>               | <b>Vendor Signage</b>      |
| <b>Historical Signage</b>                    | <b>Policy Appeals</b>      |