SUMMARY:

This policy outlines the responsibilities of the Office of Facilities Planning and Management in regard to all interior and exterior campus signage, specialty signage and engraving services.

POLICY:

1. POLICY

   The purpose of this policy is to provide a Universitywide standard for interior and exterior signage, specialty signage and engraving that will guide, direct, inform and identify campus facilities for all stakeholders and visitors to Coastal Carolina University’s campus and education centers. The goal of this policy is to ensure dissemination of clear and accurate information; to promote consistency; to eliminate unnecessary and ineffective signage; to provide an attractive and unified campus appearance; and to enhance campus health, safety and welfare.

   This policy applies to all signage, regardless of purpose, used on Coastal Carolina University’s campus, including those within every building on campus and other facilities under the authority of the University. The Department of Facilities Planning and Management will remove unauthorized and unnecessary signage, if it impedes the purpose of this policy.

   A. Signage - The Office of Facilities Planning and Management is responsible for implementing policies and procedures regarding all interior and exterior campus signage. University signs will be designed and installed in compliance with signage regulations defined by the Americans with Disabilities Act of 1990.

      1. Standard Colors – The University’s standard colors are teal (PMS 322), metallic bronze (PMS 875) and black.

      2. University Logos – Facilities Planning and Management works closely with the Office of University Marketing and Communication and upholds the branding policies and visual standards set forth in regard to trademark properties, color management and content. All designs need approval by
the Office of University Marketing and Communication before production.

B. Temporary Signage – All temporary signs, posters or banners used to inform and provide directions to dated campus events and not produced by a work order through Facilities Planning and Management must follow the approval process found in UNIV-477 Free Speech, Solicitation and Promotional Events on Campus Policy. Items must be posted in designated and approved areas only. Painted walls in buildings, Coastal Carolina University light posts and/or Santee Cooper light posts are not acceptable. Attaching signs or banners to trees must first be approved by the Department of Environmental Health and Safety. Temporary style “corrugated plastic signs with wire stakes” are to be placed in landscaped areas that are mulched.

At the conclusion of an event, the responsible individual, group or department must remove and properly dispose of all their temporary signs, posters and banners. The only exception to this is the hanging and removal of approved large temporary banners that require a ladder for them to be safely displayed.

Temporary banners provided by Facilities Planning and Management can be no larger than 4 feet high by 10 feet wide. Any banners that exceed this size need prior approval by Facilities Planning and Management.

Please see UNIV-477 Free Speech, Solicitation and Promotional Events on Campus for additional information regarding temporary signage on campus.

C. Permanent Interior Signage Installation/ Room Identification – Facilities Planning and Management has developed a sign-mounting policy intended to cover most mounting conditions. All room identifications are ANSI 117.1 compliant. All room identifications will be in a black frame with a gold insert and black letters. Mechanical and electrical rooms will have red inserts with black letters. Basic sign installation is to mount the ADA sign two inches from the doorframe on the handle (strike) side of the door, five feet to the top of the sign. This policy will satisfy the majority of installation situations. In unusual circumstances, where the above installation policy is not possible, Facilities Planning and Management will use the following guidelines to find the most appropriate location for the sign:

1. Find the nearest visible wall space on the handle side of the door. If two inches of space are not available between frame and sign, the 2-inch space will be sacrificed in order to install the sign. If a group of doors are arranged closely together and wall space is not sufficient for signage, the sign may be placed in the next appropriate wall space determined by Facilities Planning and Management.
2. If a sign is placed beside a double door that has suitable wall space on either side of the door, place sign on the first side (clockwise) of the door.
3. Signs should not be installed on doors unless deemed necessary.
II. PROCEDURE

A. All artwork received for printing and engraving must be prepared in an .eps or .pdf format with prior approval by the Office of University Marketing and Communication.

B. Submit all requests for new signs or replacement/repair of current signs to Facilities Planning and Management through the office’s work order system. All changes to exterior building identification signs must first be submitted to the Office of University Marketing and Communication for approval.

C. To submit your work requests, fill out the online form at www.coastal.edu/forms.