SUMMARY:

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

POLICY:

I. POLICY

The purpose of this policy is to provide a University-wide 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 and 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 Department 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 Communication and upholds the branding policies set forth in regard to color management and content. All designs need prior approval by the Office of University Communication.
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 have the approval of the department of Student Affairs before posting. Items must be posted in designated and approved area 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-CLSE 477/UNIV-UCOM 478 Free Speech and Solicitation for additional information regarding temporary signage on campus.

C. Permanent Interior Signage Installation/ Room Identification - The Department of 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 & electrical rooms will have red inserts with black letters. Basic sign installation is to mount the ADA sign 2-inches from the doorframe on the handle (strike) side of the door, 5-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 2-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 the Department of 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 University Marketing and Communications.

B. Submit all requests for new signs or replacement/repair of current signs to the Department of Facilities Planning and Management through the department’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 on-line form at www.coastal.edu/forms.