

Augusta University

Policy Library

University Signage Policy

Policy Owner: Facilities Management

POLICY STATEMENT

This policy applies to all permanent and interim signage, regardless of purpose, used on Augusta University (“Augusta”) campuses including those within any building located on the campus, and to other facilities under the authority of the University. Use of temporary signage and signage in private offices, service areas not normally frequented by the public and similar locations, is governed by the administrator or unit assigned responsibility for the building where such signage is posted, unless otherwise specified in this policy.

REASON FOR POLICY

To ensure that the Augusta signage program meets quality standards of aesthetic appeal, uniformity, and simplicity, while being highly functional in providing the information necessary.

AFFECTED STAKEHOLDERS

Indicate all entities and persons within the Enterprise that are affected by this policy:

- Alumni Faculty Graduate Students Health Professional Students
 Staff Undergraduate Students Vendors/Contractors Visitors
 Other: Include any other stakeholders not listed above.

DEFINITIONS

- Signage - any publicly displayed poster, placard, banner, desk plate, room number, name tag, building directory, bulletin board or similar object containing a printed message and/or symbol. This also includes messages that are applied as decals or wraps, painted, etched, dyed, or formed from contrasting colors, hues, surfaces or shades. Signage and signs are used synonymously in this policy.
- Temporary Signs - signs, notices, or banners which are on public display for a very short time, usually a week or less, or which normally have the purpose of announcing upcoming programs, activities or events. Such signage is usually posted on bulletin boards or other places designated for temporary signs.
- Interim Signs - signage that is expected to be posted or on public display for at least one week, but not longer than 90 days. Normally such signage will be replaced by a permanent sign and will meet the need for a sign while the permanent sign is on order.
- Permanent Signs - signage that is expected to be posted or on public display for 90 days or more, or signage that is used on a regular basis but not continuously, e.g. temporary reserved parking signs, safety caution signs.

PROCESS & PROCEDURES

Authorized Signage: All signage, temporary, interim, or permanent, need to adhere to the standards outlined in the Augusta Signage Standards document (**Attachment 1**) and must meet the approval of the Facilities Planning Design and Construction Department before being ordered/purchased/requisitioned. Request for approval can be submitted to designandconstruction@gru.edu

Unauthorized Signage: Unauthorized signs are subject to removal at the discretion of Facilities Planning, Design and Construction, at the expense of the person or office displaying the sign.

Office of Compliance and Enterprise Risk Management Use Only

Policy No.: 846

Policy Sponsor: Director, Facilities Services

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No signs may be attached to walls, windows, doors, stairways, exterior of buildings, lighting fixtures, trees, shrubs or utility poles on campus. Any person placing signs in unauthorized places will be held responsible.

Posting or Publicly Displaying Signs: Permanent or interim signs may not be posted or publicly displayed without the approval of the Facilities Planning Design and Construction Department. Requests for assistance should be made to the Facilities Services Division.

Design, construction, and content: All signage must adhere to Augusta Signage Standards (**Attachment 1**) and signs must August Brand Guidelines (gru.edu/ocm/brand/guidelines.php). The person requesting the sign should designate the message, subject to review by the Division of Facilities Services and the Office of Communications & Marketing. In cases of unresolvable disagreement regarding the message contents, a final decision rests with the Vice President for Facilities Services.

Funding for Signs: It is the responsibility of the requesting department to fund the purchase and posting/displaying of signs ordered. The main exterior sign designating a major campus building and signs designating the Augusta campus shall normally be funded from general institutional funds.

Ordering Interim and Permanent Signs: Signs may be ordered per the Facilities Project Request policy. <http://www.gru.edu/facilities/documents/project-request-form-university-1.pdf>. Requests to purchase interim signs must be accompanied by a request to purchase the permanent signs which will replace them when received. Exceptions to the policy must be approved by Facilities Planning, Design and Construction.

Existing Signs: Permanent signs, not in compliance with this policy, already posted at the time this policy is adopted will be replaced as funds become available for this purpose, on a long-term, systematic basis approved by the Augusta administration.

Assistance to Departments: Departments desiring assistance in assessing their need for signage, the messages to go on a sign, or in interpreting the Augusta Signage Standards, should contact Facilities Planning, Design and Construction designandconstruction@gru.edu.

Note: Nothing in this policy is to be construed as preventing faculty from posting appropriate material(s) to their doors.

REFERENCES & SUPPORTING DOCUMENTS

- Project Request Form - <http://www.gru.edu/facilities/documents/project-request-form-university-1.pdf>
- Signage Standards – **Attachment 1**
- Brand Guidelines - gru.edu/ocm/brand/guidelines.php

RELATED POLICIES

N/A

APPROVED BY:

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