**Exterior Signage and Graphics UPPS No. 08.01.20**

**Standards Issue No. 5**

**Effective Date: 10/21/2020**

**Next Review Date: 07/01/2024 (E4Y)**

**Sr. Reviewer: Director, Facilities**

**Operations**

**01. POLICY STATEMENT**

01.01 This policy sets forth procedures for adding and modifying exterior signage and for graphic standards on Texas State University campuses.

**02. CAMPUS SIGNAGE COMMITTEE**

02.01 The associate vice president for Facilities will appoint members to serve as a review body for exterior signage issues. Facilities will convene the committee to address issues that fall outside the scope of this policy and to review sign proposals for new construction. Members may use email communication in lieu of meetings to expedite signage approval.

02.02 The committee will be composed of representatives from the associate vice president for Finance and Support Services Planning; Facilities Operations; Transportation Services; and the Office of Disability Services. The associate vice president for Facilities, or designee, will chair the committee.

**03. SIGN AND GRAPHICS CLASSIFICATIONS AND STANDARDS**

03.01 All campus exterior, way-finding signage and graphics will conform to [Texas State’s brand guidelines](https://brand.txstate.edu/) (see Section 03.03).

03.02 The following sign types and their functions fall under this signage policy:

a. The orientation sign locates users within an environment and includes components such as maps, building landmarks, bell towers, pylons, sculptures, water towers, etc.

b. The direction sign guides users to destinations, which includes directional signs at decision points for vehicles and pedestrians, information kiosks with attendants, etc.

c. The identification sign confirms destinations and establishes recognition of a particular building, area, object, room, or person, and includes campus identification signs, building identification signs, street numbers, parking area identification, shuttle bus route identification, emergency assistance station, personnel titles, etc.

d. The regulation sign displays rules of order, as for conduct or prohibited activity or access, prescribed by administration or other regulating authorities, and regulates and ensures accuracy of operation, which includes traffic control devices, legal notices, security regulations, dos and do nots, warnings, exit signs, code required signs, etc.

e. The information sign communicates knowledge concerning destinations, facts, circumstances, or announcements and includes shuttle bus maps, marquees, building or floor directories, hours of services, etc.

03.03 Faculty and staff should contact the director of Facilities Operations in Facilities for specific signage information related to typeface, arrow and symbol guidelines, color standards or standard sign types. [University brand guidelines](https://brand.txstate.edu/) are available on the [University Marketing website](http://www.umarketing.txstate.edu/).

**04. DESIGNATION OF BUILDING OCCUPANTS ON SIGNS**

04.01 Building and departmental names will conform to The Texas State University System (TSUS) Board of Regents’ approved name designations.

04.02 Department names will be limited on directional and building signs.

04.03 Signs for academic buildings will include the names of departments or centers in the building.

**05. PROCEDURES FOR SIGNAGE INVOLVING NEW CONSTRUCTION AND MAJOR RENOVATION**

05.01 Signs installed with new construction or major renovation of a university facility featuring the Texas State logo will conform to the [Texas State brand guidelines](https://brand.txstate.edu/) established by the Office of University Marketing.

05.02 Facilities will work with the building designer and building occupants to determine appropriate locations of all new exterior signs within a construction site. The Office of Disability Services will review Americans with Disabilities Act signage.

05.03 Facilities will evaluate the impact of the new structure on the existing directional way-finding signs. Prior to installation of new signs and changes to the existing signs, Facilities will request a meeting with the Campus Signage Committee to present planned additions and changes to the signage system and solicit input and approval.

05.04 Funding for signs related to major renovations and new construction should be included as part of the budget for those projects.

**06. PROCEDURE FOR MODIFICATION OF EXISTING SIGN SYSTEM**

06.01 Facilities will make changes as necessary to existing signs when the building use changes or university departments are relocated or renamed. Any modifications to signs that affect the Texas State logo will be in accordance with University Marketing’s [logo usage guidelines](https://brand.txstate.edu/logos-and-guidelines.html). Modifications will be funded from the building renovation account, department relocation account, or by other departmental funds. All text changes will be made by Facilities within 30 days of the date the building or building space is occupied.

**07. PARKING AND TRANSPORTATION SIGNAGE PROCEDURES**

07.01 Parking identification signs will conform to the university standard, as described in Section 03.

07.02 Shuttle bus signage will conform to the university standard as described in Section 03.

07.03 Transportation Services departmental funds will be used for signs related to parking and transportation.

**08. POLICY VIOLATIONS**

08.01 Posting, display, or attachment of any material on a sign covered under this policy is expressly forbidden (see [UPPS No. 07.04.02](http://www.txstate.edu/effective/upps/upps-07-04-02.html), Posting/Distribution of Literature, Informational Booths & Banners on Campus for more information).

08.02 Violation of this policy will result in the signage being removed or replaced at the violator’s expense.

**09. REVIEWERS OF THIS UPPS**

09.01 Reviewers of this UPPS include the following:

Position Date

Director, Facilities Operations July 1 E4Y

Director, Office of Disability Services July 1 E4Y

Director, Transportation Services July 1 E4Y

Director, University Marketing July 1 E4Y

Associate Vice President for Facilities July 1 E4Y

**10. CERTIFICATION STATEMENT**

This UPPS has been approved by the following individuals in their official capacities and represents Texas State policy and procedure from the date of this document until superseded.

Director, Facilities Operations; senior reviewer of this UPPS

Associate Vice President for Facilities

Vice President for Finance and Support Services

President