



Exterior Graphics, Wayfinding and Signage Policies

This document is intended to serve as the policy foundation toward developing a comprehensive sign system for the University of Central Oklahoma.

The University of Central Oklahoma is a community of approximately 20,000 faculty, staff and students. In addition, hundreds of visitors come to campus daily, ranging from delivery people, to prospective students and their parents, to fans attending an athletic event, to members of the community. People arrive on campus in a variety of ways: by motorized vehicle, public transportation, on bicycle or on foot. The UCO sign system should be welcoming and informative to all. It should start outside the physical boundaries of the campus and efficiently guide visitors to their destination, including parking. A good outdoor sign system also should be linked to campus maps and websites.

Several different types of sign systems are currently in place throughout the campus. In many ways, each system reflects the era in which it was developed. Each individual's perception of the overall need for signs is often influenced by the part of campus in which the individual conducts their day-to-day activities. While these signs may have appropriately served campus needs in the past, today's campus needs are very different, and access and direction problems will likely become even more complex in the future.

Purpose for Procedures and Guidelines

- Establish a consistent plan for the identification of university buildings.

- Establish a consistent plan for the development of off-campus directional signs aimed at serving visitors to the university.
- Establish a consistent plan for the development of on-campus directional signs.
- Establish a consistent plan for the development of other types of campus signs, plaques and symbols.
- Assure that all graphics are coordinated to complement and enhance overall campus development.
- Assure that uniquely designed graphics that vary from the overall campus theme serve a special public function or facility that warrants this type of treatment.
- Identify a submission and approval process as appropriate.

I. General Policy Statements

- A. Except for designated areas, the University of Central Oklahoma campus is not a public forum. Therefore, it is a general policy that except in those designated areas nothing may be posted on doors, walls, windows, trees, or other surfaces on the campus. Faculty and staff may post appropriate items in their offices, subject to University and departmental policies and guidelines. Building custodial personnel will routinely remove all other such material.
- B. All signage must conform with the campus visual identity and graphic standards as appropriate.
- C. All signs shall follow a standard consistent plan with a unified design theme.
- D. All signage must comply with the Americans With Disabilities Act. Problem areas may exist where the system may not meet needs caused by some specific disabilities. If a problem is discovered on campus and further action appears necessary to facilitate clear disabled accessibility, those problems should be submitted to the Physical Plant for their review and recommendation to correct the problem.

- E. Exceptions to the sign system policies and guidelines will be reviewed by the Vice President for University Relations and/or the President's Cabinet.
- F. The University has the right to make reasonable time, place and manner restrictions to preserve University goals and to protect its property from damage.
- G. There is a long-standing policy against practices which might place the University of Central Oklahoma in a position of endorsing, or appearing to endorse by using, a particular commercial product. The university must not be put into this position.
- H. The university has formed vendor/partnership relationships with others in which the best interests of the university are served by the promotion of the products or services of these outside vendors. In some of these instances, it may be appropriate to allow commercial signage to be displayed on campus. These exceptions will require the approval of the Vice President for University Relations and/or the President's Cabinet.
- I. All sponsorship signage inside the university's athletic facilities shall be at the discretion of the Athletic Department in alignment with the university's graphic standards guide. Signage at athletic facilities should in no way diminish the aesthetic integrity of the buildings or facilities (as determined by the President and/or the President's Cabinet), but rather, should enhance the overall fan experience for the event or activity.

II. Definitions of Signs

A. Building Identification Signs

Building identification signs name specific buildings. They shall reflect the formal building name as governed by the

UCO naming policy and approved by the Board of Regents of the Regional University System of Oklahoma.

B. Exterior Building Information Signs

Exterior building information signs provide more specific information about a building and the functions within it. For example: building directories and maps, which guide people to various programs and locations.

C. On-Campus Directional Signs and Wayfinding

On-campus directional signs are intended to serve the same function as state and federal highway signs, except on a smaller scale. They direct vehicular and pedestrian circulation to specific destinations.

1. Vehicular Directional Signs

On-campus vehicular directional signs carry only the official name of the building or facility (including school or college) being identified, along with an arrow pointing the appropriate direction.

2. Pedestrian Directional Signs

Pedestrian directional signs are an integral key to an overall wayfinding system and used to guide visitors, staff and students to their destination.

3. Wayfinding Maps and Directories are very helpful for people unfamiliar with the campus and its surroundings and provide an illustrative, 2 or 3-dimensional understanding of buildings and how to easily get from point A to point B.

D. Other Signs

Include but are not limited to: banners; temporary signage (including “wicket” type signs, etc.); commemorative plaques; memorial signs; signs for exterior artwork; construction project signs; electronic message centers, kiosks; garden area signs and other signs not conforming

to the overall campus sign system.

E. Regulatory Signs

Regulatory signs pertain to traffic regulations, parking restrictions, mass transportation routes and stops, etc. These signs should conform to standards adopted for international symbols, be consistent with regulatory signs used by the City of Edmond and follow the Federal Highway Administration's "Manual on Uniform Traffic Control Devices."

III. Signage Policy

A. Building ID signs:

- 1) A building name sign should be considered an integral part of the design when a new facility is being developed.
- 2) Building identification signs should carry the official, Regent-approved name of the building.
- 3) Raised lettering represents a good long-term value as far as cost effectiveness and longevity. All raised lettering on buildings should be located so that the letters cannot be easily removed by passing pedestrians.
- 4) A monument sign is the preferred type of exterior building identification sign for all future projects.

B. Exterior Building Information Signs

- 1) These signs will have more detailed information than identification and directional signs.
- 2) Because these signs are more complex directories or maps, they should generally be viewed from a stopped vehicle (campus exterior buildings) or be visible to pedestrians only. Due to the distraction this level of information creates, they are not appropriately located along most primary streets adjacent to the campus.

C. On-Campus Directional Signs and Wayfinding

- 1) Generally, for directional signs, which guide motor vehicle traffic, one line of information is ideal. More than three lines of information is difficult to perceive under normal traffic conditions and speeds on streets surrounding the campus.
- 2) Ideally, these signs should be located on the right side of traffic lanes. They should precede traffic movements they direct by 150 feet or more so that motorists have adequate time to change lanes and carry out the desired traffic movements. To the greatest extent possible, these signs should reflect one overall design theme.
- 3) Pedestrian directional signs should carry only the official building name or facility being identified and concentrate on those used most heavily by visitors.
- 4) Interior building directories should include a list of major departments, offices and entities, their room number and general building information.
- 5) Wayfinding Maps and Directories are very helpful for people unfamiliar with the campus and its surroundings. "You-Are-Here" maps should also be located near key visitor destinations throughout campus.

D. Other Signs

1. Kiosks and bulletin boards

Kiosks and bulletin boards should be designed for program or directional purposes serving pedestrians. Proper maintenance and removal of dated material on a regular basis is a key function of a good kiosk or bulletin board system

2. Banners

There are eight permanent locations throughout the University of Central Oklahoma (UCO) campus where approved banners may be displayed. Other banners also may be displayed at various locations throughout campus on a very limited basis. Policy addressing the

display of any and all banners on the UCO campus is as follows:

- a. No entity outside of the University of Central Oklahoma and/or its official partners may display a banner or temporary sign on campus. The use of the permanent banner locations and any temporary signs or banners is strictly for use by UCO, including—but not limited to—administration, academic groups/colleges, student groups, athletics, official university partners and others.
- b. Any use of banners or temporary signs is strictly for UCO-only related activities, events, etc.
- c. Anyone wishing to display a banner must fill out the *Temporary/Specialty Signage Request*, which can be found on the University Relations website at http://www.uco.edu/ur/university_relations.html.
- d. Requests will be given priority based on the date of the request, timeliness of the event and promotional needs of the university. All requests for a banner must be submitted at least two weeks prior to the desired date for exhibition to allow time for design assistance if needed, production, selection of site and proper display. Every effort will be made to fulfill requests that align with the mission of the university. Requests for specific posting locations will be given consideration, but will be selected based on the criteria mentioned above.
- e. If desired, University Relations will help you design your banner (due to specific design guidelines, this would likely expedite your request) and also may provide you with a list of vendors for printing services.
- f. Once the banner is approved and the site selected, University Relations will notify the Physical Plant, which in turn will display the banner at the selected location
- g. Banners are typically posted for a time between one (1) and four (4) weeks prior to the event. Length of

posting will be determined based on criteria listed in 2(d).

- h. Anyone wishing to post a banner at a location on campus other than the permanent locations provided by UCO must apply for permission to do so, which may be done by filling out the appropriate space on the *Temporary/Specialty Signage Request* form found on the University Relations website. Posting of temporary banners will be managed using the same criteria listed in 2(d).
- i. All banners may be removed from display on campus—without notice—at the discretion of the University.
- j. This process is managed by the office of University Relations (Guidelines for banner design and production also may be found on the University Relations website).

3. Temporary Lawn Signage

- a. Permission to display Temporary Lawn Signage is granted to Schools, Departments, Centers and Student (and other) Organizations affiliated with, and under the authority of the University of Central Oklahoma.
- b. All signage must clearly identify the sponsoring university organization.
- c. Approved wire frame event signage may be placed in lawns on a temporary basis.
- d. Requests to install lawn-based temporary signage must be submitted to and approved by the Office of University Relations, prior to installation. Permissions are valid for a one-time use. Requests must be submitted at least 14 days in advance of the intended display period. Such requests must be submitted via the *Temporary/Specialty Signage Request* form found on the University Relations website.
- e. When approved, temporary signs will have a

- limited display time as they are primarily intended to promote activities and events on the campus.
- f. At the end of a scheduled event display period, the user shall remove all temporary lawn signage.
 - g. The Physical Plant shall remove non-compliant signage immediately and user will be invoiced for removal related services.
 - h. The preferred sign support is the “H” shaped wire frame.
 - i. Sign panels should not exceed 18” x 24”.
 - j. Graphic content may be displayed on both sides of a single panel.
 - k. A maximum of 20 signs may be displayed at 1 time.
 - l. The maximum display period is 2 weeks (14 days).

Note: Banners and Temporary signs may be used to denote short-term special events on campus. However, the University of Central Oklahoma is interested in maintaining an environment free of visual and environmental pollution.

- 4. Commemorative plaques and memorials
Commemorative plaques and memorials desired for exterior placement (such as those denoting a historical event or facility), whether free standing on their own pedestal or attached to the building, shall be reviewed by the President and/or the President’s Cabinet as to their design and by architectural and engineering services as to the materials and location. These types of signs should be small and non-intrusive to complement the overall design of the memorial.
- 5. Bulletin Boards

- a. The University of Central Oklahoma prohibits unattended signs except those indicated in the previous section (banners and temporary lawn signage) and on designated kiosks and bulletin boards.
- b. To the extent possible, enclosed bulletin boards will be located in central traffic areas of each major building on campus.
- c. The building representative, or her/his designee, is responsible for maintaining the bulletin board in accordance with this and other applicable policies, including university solicitation policies.
- d. Information posted on these boards should relate to the general purpose of the university and should be updated as necessary to ensure information is timely and relevant.
- e. No unauthorized signs or other items are to be affixed to these boards in any way.
- f. Private businesses, non-university organizations or individuals wishing to solicit for any commercial/private venture are prohibited from placing information on these boards.
- g. Bulletin boards located in buildings for specific departments, organizations, functions, or "Open Bulletin Boards," are intended for general university purposes and student material.
- h. Use of these boards is less restricted in function than enclosed bulletin boards. However, these boards should be maintained or supervised by the building representative, in accordance with applicable university policies, and restrictions on business and commercial ventures of a non-university nature apply.

Approval process and procedures for posting of signs, posters, etc., on university bulletin boards is addressed in the 2011/2012 University of Central

Oklahoma Student Code of Conduct on page 13 section V, subsection B, number 2.

6. Window Graphics

- a. Window graphics can sometimes be used effectively as building identification signs or to present the street address of a building but should be avoided if possible.
- b. To avoid clutter, other types of information (department names, building occupants, etc.) shall not generally be permitted to be presented in this manner.

7. Construction Signage

- a. Construction project signs shall be coordinated by architectural and engineering services and the Office of University Relations.
- b. Installation and maintenance of all construction project signs shall be coordinated by architectural and engineering services staff.

8. Regulatory Signs

- a. Design of parking lot signage should be part of the overall signage system to further the goal of having a consistent wayfinding system.
- b. Parking lot signs should clearly indicate the parking lot number, enforcement times and that violators will be towed.
- c. Parking lot signs will be approved by Transportation and Safety.

IV. Other Specialty Signs

- A. Within any system there are always certain signs that do not fit any clear categories. Circumstances or design criteria may dictate that some signs may not conform to the criteria specified above.

B. Proposals for signs of this nature shall be considered based on the following criteria:

- Signs that vary from the criteria outlined above may be considered if the facilities which they serve provide a unique public function and thus requires campus visibility beyond that which is normally provided.
- Signs may be proposed that carry out historic themes of the structures they serve.
- Certain commercial functions that take place on campus may warrant unique consideration (see I.F. above).
- Electronic message center signs, except those located inside buildings or within the confines of Wantland Stadium or Hamilton Field House, are not permitted without special exception by the Vice President for University Relations and/or the President's Cabinet.
- Special purpose signs, not specifically addressed in these guidelines may be submitted to the Office of University Relations.