

University Sign Policy

University Facilities

POLICY 13

Effective Date: November 25, 2013

Approved by: Administrative Council

Abstract: *Signs are essential to understanding the organization of the physical environment. Well organized sign systems ensure that a succinct, consistent and positive image of the University is maintained. This policy demonstrates a commitment to promoting a positive image of the University through the use of a well-planned and coordinated signage system. This sign system will provide essential information to assist in way finding, edge delineation, and facility identification in a way that positively supports the University's brand identity. Contained in this policy are procedures, responsibilities, exemptions and requirements that will render this policy useful.*

1.0 Purpose

The purpose of a University wide policy on University signs is to ensure consistency in the use and application of the University Brand as it applies to signs both on and off campus.

1.1 Related Policies and Guidelines

University Brand Policy adopted by the Clemson University Board of Trustees.

<http://www.clemson.edu/administration/public-affairs/toolbox/standards/index.html>

Clemson University Sign Design Guidelines adopted by the Clemson University Board of Trustees updated July 2009. <http://www.clemson.edu/facilities/campus-planning/index.html>

1.2 Policy

To aid the public in identifying and locating the facilities of Clemson University, an information system must be provided at all on- and off-campus facilities. The information system is to succinctly provide essential information to assist in way finding, edge delineation, parking and facility identification in a way that favorably projects the image of the University.

Specifically:

- The first impression is to include the university wordmark
- Signage must be designed for daytime and nighttime visibility
- Signs must be kept in good repair
- New facilities must have signage installed within six months of opening.

System

Off-Campus University Facilities Research and Education Centers, Extension Offices, Campus, Research Sites, and other University properties and offices are to follow the principles indicated above for on-campus signs, but must be considered on a case-by-case basis. Generally, entryways into sites will be signed appropriately, including the Clemson University wordmark

and the name of the facility, such as “Sand Hill Research and Education Center”. Also, vehicular directional signs will be used to bring motorists to parking areas, and buildings will have names mounted above main entryways. In situations where this is not feasible, appropriately scaled yard signs will be used.

1.3 Organizations Affected

All University divisions, departments and offices and their contractors responsible for financing, planning, designing, developing, constructing, renovating and/or managing University-owned facilities and buildings regardless of location will comply with this policy. This policy will be implemented through the planning, design and construction of new facilities and through renovations to existing areas. This also applies to individual sign elements as they are changed or modified in any manner.

1.4 Exemptions

Applications for exemptions will be reviewed on a case-by-case basis by the University Planning & Design Office.

1.5 Responsibilities

The responsibility for the application of this Policy ultimately lies with the Clemson University administration and involves University Facilities and the University Planning and Design Office.