

Original Approval Date: February 22, 2013
Most Recent Update: June 15, 2019

Signage Policy

Office of Accountability:	Office of the Associate Vice-President (Planning & Project Delivery)
Office of Administrative Responsibility:	University Architect
Approver:	Vice-President (Facilities and Operations)
Scope:	Compliance with this University policy extends to all academic, support and excluded staff, postdoctoral fellows, and academic colleagues as outlined and defined in the Recruitment Policy (Appendix A and Appendix B: Definitions and Categories) , undergraduate, graduate, Faculty of Extension students, emeriti, members of the Board of Governors, visitors to campus, visiting speakers and scholars, third party contactors and volunteers.

Overview

The University of Alberta strives to maintain an esthetically pleasing and functional campus environment. Facilities and Operations (F&O) is responsible for maintaining consistency and standards for campus signage. One aspect of this is to ensure that the campus maintains a connected and cohesive theme as it pertains to an extensive range of internal signage and external signage that is integrated throughout our campuses and buildings. Signage is more than simply a building or classroom identification tool or highlighting events on campus. When woven into the fabric of the institution, it can be used to assist in way-finding, highlight the history of our institution, celebrate scholarship and research, and provide the backdrop for both philanthropic and honourific recognition. As the University grows and expands over multiple campuses, houses more commercial tenants, and develops more multi-use facilities, consideration must be given to standards, use of space, and function of campus signage.

F&O will work collaboratively with University Relations and Advancement where the Naming Policy and Signage Policy have interdependencies.

Purpose

To ensure a consistent approach when determining the location, scale, design and installation of signage across the institution.

To ensure that signage across all our University campuses contributes to a safe, attractive, well-maintained and interoperable environment.

To ensure all permanent signage (exterior and interior), and temporary signage meet the needs of the campus and are consistent with current standards and practices, as well as applicable laws and University policies and procedures.

This policy excludes external event banners, which are specifically coordinated through Marketing and Communications.

POLICY

Permanent signage affixed to any University building, structure or landscape feature or any free-standing signage on University lands, must be approved by the University Architect, on behalf of the Vice-President (Facilities & Operations).

Permanent signage will meet the standards and conventions outlined by the University Architect, to ensure consistency in presentation (color, materials, and typography), continuity throughout all University campuses, ease of installation and maintenance, and to ensure that they meet the needs of students, staff and visitors.

Facilities and Operations will work collaboratively, providing direction, and guidance with respect to location, scale, design and installation of all permanent signage.

Signage and or plaques may be used for tributes, memorialization or recognition in certain circumstances. The review and approval of these circumstances will be led by the Office of the Vice-President (University Relations) as identified in the [Naming Policy](#) as the office of responsibility for honorific considerations, and will be done in collaboration with the Office of the Vice-President (Facilities & Operations), Office of the University Architect. Any consideration for such signage will be in accordance with the University's Signage Standards and Guidelines.

Temporary signage (posters, notices, banners, portable boards) in all common areas and walkways within University buildings and on University lands is the responsibility of the Vice-President (Facilities & Operations) – delegated to Buildings and Grounds Services. See [Posting Announcements, Notices and Banners Procedure](#).

Funding for signage (typically):

- Construction: major signage and building recognition are covered by the project costs associated with the space;
- Renaming: funded by the initiating party (i.e. Vice-President or Dean); and
- Faculty recognition: funded by the Faculty.

Form and format of naming as it pertains to signage:

1. For ease in constructing signage and wayfinding, the length of proposed namings for physical entities will preferably be no more than six to eight words. When proposed namings exceed six to eight words, the naming should easily translate into an acronym.
2. Proposed naming may include the donor or honourific name, paired with the functional room description. The use of logos is not permitted.
3. Proposed namings will strive to eliminate unnecessary punctuation, including quotations and parentheses.
4. Preferably, no more than one physical entity on campus will bear the same name.

DEFINITIONS

Any definitions listed in the following table apply to this document only with no implied or intended institution-wide use. [▲Top](#)

Permanent signage	All interior and exterior signs that are affixed to buildings as well as all freestanding monuments, posts, or plaques.
Exterior signage	All outside signage including but not limited to: building mounted identification signs, freestanding identification signs, freestanding directional signs, campus gateway signs, street signs, regulatory and warning signs, campus orientation signs, interpretive signs, tree plaques, map kiosks.
Interior signage	All permanent signage on the inside of University buildings including but not limited to: faculty/department/unit identification signs, room number signs, room name signs, building amenities signs, directional signs, directories, interpretive signs, plaques, and ceiling suspended

	signs.
Temporary Signage	Any poster, notice, placard, leaflet, sticker, banner, flag, or portable sign that is designed to convey information or provide direction for a limited amount of time, posted either internally or externally.

RELATED LINKS

Should a link fail, please contact uappol@ualberta.ca. [[▲Top](#)]

[Canvassing and Solicitation Policy](#) (UAPPOL)

[Marketing and Communications](#) (UofA)

[Naming Policy](#) (UAPPOL)

[Naming Guidelines](#) (UAPPOL)

[Post-Secondary Learning Act](#) (Government of Alberta).

[Space Management Policy](#) (UAPPOL)

PUBLISHED PROCEDURES OF THIS POLICY

[Posting Announcements, Notices and Banners Procedure](#) (UAPPOL)

[Posting Announcements, Notices and Banners Procedure \(Appendix A\)](#) (UAPPOL)