

## CAMPUS AND BUILDING SIGNAGE POLICY

**Policy Number: OP-010**

**Responsible Department: Facilities Planning and Management**

**Effective Date: 11/14/2016**

**Last Revision Date: 11/14/2016**

### PURPOSE:

To provide standards for CWI signage.

### SCOPE:

Applies to all signage on CWI owned or leased property.

### DEFINITIONS:

**Campus Identification Signage:** refers to all signage on the periphery of the campus, which notifies visitors that they have arrived at CWI.

**Building Identification Signage:** refers specifically to exterior signage that identifies a building.

**Directional Signage:** refers to signage providing guidance between and within buildings on campus.

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## POLICY

CWI recognizes the need for a comprehensive, coordinated system of campus and building signage. It is important that CWI signage provides a distinct identity for CWI and establishes a welcoming image where necessary information is readily available for visitors, students, faculty and staff to become easily familiarized with the campus. Signage can enhance the character of CWI and provide visitor amenities along the campus boundary, incorporating landscape enhancements, identity signage, directional and information signage. The intent of signage on campus is to ensure safety, provide direction, and provide information about campus departments and functions. Every effort will be made to limit signage on campus with the understanding that some signage is necessary to support the mission of the college. Uniformity of design elements is essential to the overall aesthetic value of the campus. All signage shall conform to CWI signage design standards. Proposed signage design shall be submitted to Facilities Planning and Management for review/approval prior to fabrication/installation.

## GUIDELINES

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### CAMPUS IDENTIFICATION SIGNAGE

#### **Gateway/Entry/Portal Signage**

- Entry signage serves to notify visitors, students, and passersby that they have arrived at CWI. Gateway/portal signage is an important part of CWI's efforts to provide directions on campus and can enhance a visitor's experience on CWI campuses.
- Each entry location provides various access/traffic and visibility opportunities. Signage design for each of these locations shall be consistent.
- Currently, the existing entrances are demarcated with some level of signage. These signs may be changed to enhance their effectiveness rather than removing them. Shrubbery or other landscaping around the signs will make them more prominent. Also, illumination of these signs shall be considered for nighttime viewing (*e.g.*, spotlighting).
- Requests for exterior permanent signs must be submitted to the Facilities Planning and Management for review/approval.

#### **Campus Interior Traffic/Vehicular Signage**

Traffic/vehicular signage marks the campus intersections and should be easily readable from automobiles. These signs are used to direct motorists through the campus to parking areas and particular points of interest.

#### **Pedestrian Way-finding Signage**

- Pedestrian signage provides directional information to pedestrians on campus.
- Pedestrian signs identify key departments within certain buildings.

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### BUILDING IDENTIFICATION SIGNAGE

#### **Building Dedication Plaques**

Where called for, dedication plaques shall be placed on CWI buildings as follows:

- All signage shall conform to CWI signage design standards.
- Building plaques shall be installed for the building dedication. The plaque should be one piece, cast bronze, wall mounted in main entrances to the building.
- Plaques shall not exceed 36" x 36" and may include the following:
  1. Building name and year of completion
  2. Name of Design firm
  3. Special message if appropriate

#### **Affixed Building Signage**

- Lettering: Design and placement standards for new affixed building signage shall conform to CWI signage design standards.
- This type of signage is mounted onto the exterior face of a building and is typically lettering (not panels).

## **Free Standing Signage**

Freestanding signage design shall conform to CWI signage design standards.

## **Parking and Traffic Signage**

Parking and traffic signage will be provided to ensure campus safety and appropriate utilization of campus roadways and parking facilities. This signage shall address ADA and other regulatory standards as required by applicable codes and shall conform to CWI signage design standards.

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## INTERIOR SIGNAGE

### **Directories & Way-Finding Signage**

- Shall conform to CWI signage design standards.
- The purpose of directories and way-finding signage is to provide information identifying the location of programs, departments, offices and other building functions. Directories may include building diagrams and floor plans to assist in user orientation.
- Primary building directories shall be mounted in a prominent and readily visible location within each main entrance to a building.
- Secondary or supplemental directories may be required and shall be provided at prominent and visible locations.
- Main directories will include a listing of each program, department and other building functions including a summary of floors and/or rooms occupied by these departments.

### **Room Signage**

- Shall conform to CWI signage design standards.
- Room signage shall include room number, occupant name and room space identification as required.

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## EMERGENCY INFORMATION SIGNAGE

- Shall conform to CWI signage design standards.
- Egress signage is used to assist people with exiting a building safely and efficiently to a designated assembly area.
- Hazards and Emergency Contact Signage is posted at the entry to areas containing hazards with information of the type of hazard, access requirements and contact information of responsible parties.

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## DONOR RECOGNITION SIGNAGE

- Shall conform to CWI signage design standards.
- Proposed signage design shall be submitted to Facilities Planning and Management for review/approval prior to fabrication/installation.