



BOISE STATE UNIVERSITY

University Policy 9100

University Signage

Effective Date

November 1998

Last Revision Date

December 20, 2021

Responsible Party

Associate Vice President for Campus Operations, (208) 426-1409
Office of Communications and Marketing, (208) 426-1577

Scope and Audience

This policy applies to all University and vendor signage on University-owned or -controlled property.

Additional Authority

- The Americans with Disabilities Act of 1990, as amended
 - University Policy 1100 (Use of University Space)
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1. Policy Purpose

To coordinate a comprehensive and consistent Exterior and Interior Signage program that includes identification, directional, and regulatory signs with the goal of placing as few signs as necessary, each with clear and consistent graphics, typography, and messaging.

2. Policy Statement

Boise State University is committed to best practices in the design and placement of signage on its property to enhance the University's visual identity and the campus experience and to ensure ease of public access both to and while on the University campus.

3. Definitions

3.1 Exterior Signage

Signs located outside that help the University community and visitors find: 1) buildings and campus locations; 2) specific areas of campus such as wireless enabled zones; and/or visitor alerts about parking; smoking; or other campus policy or procedure; and 3) information related to construction projects or special events.

3.2 Interior Signage

All signage located within University buildings, including but not limited to:

- Directional/wayfinding
- Room name and numbers
- Restroom and other core building signs
- Door and wall vinyl
- Departmental identification
- Building directories, and
- Donor signage

3.3 Temporary Signage

Signs placed to inform the campus community and visitors about events and University activities that will be visible for less than 90 days. Signs and postings not affiliated with events on campus or University activities are not covered by this policy but addressed in University Policy 1100 (Use of University Space).

3.4 Permanent Signage

Signs that are affixed to a building or in the ground for 90 days or longer.

4. University Sign Committee

The Associate Vice President for Campus Operations and the Chief Communications and Marketing Officer are responsible for managing and inviting participation on the University Sign Committee. Representation should include, at a minimum, the Office of Trademark Licensing and Enforcement; General Counsel; Sign Shop; Capital Planning; University Advancement; and Communications and Marketing.

The University Sign Committee is responsible for:

- a. Creating recommendations and guidelines for a comprehensive campus-wide wayfinding system.
- b. Creating and maintaining a University Signage Standards Manual that describes signage guidelines, the types of approved signs, and graphic and mechanical standards for signs and procedures for sign approval and construction.
- c. Implementing a comprehensive, coordinated sign system which includes drafting and implementing a plan that includes identification, directional, and regulatory signs.
- d. Auditing existing signs and reviewing proposed signs to maintain standards as outlined in the University Signage Standards Manual.
- e. Providing appeal opportunities to requirements stated in the University Signage Standards Manual, or to decisions rendered by the University Sign Committee or Architectural and Engineering Services.
- f. Working with University Advancement Donor Relations, the unit responsible for overseeing the development of donor recognition signage. The University Sign Committee, in partnership with Donor Relations, will ensure compliance with the [University Signage Standards](#).

5. Exterior Signage

- a. Exterior Signage must follow the [University Signage Standards](#) and must be placed in accordance with the campus-wide wayfinding plan.
- b. Exterior signage must comply with the Americans with Disabilities Act, including all its future updates and revisions.

- c. Any Exterior Signage that diverges from the University signage guidelines, or the wayfinding plan, must be approved individually by the University Sign Committee.
- d. Any exterior banner or flag that affixes to University property (buildings, poles, etc.) must be approved by the University Brand Committee and the Associate Vice President for Campus Operations, or designee. These spaces are generally reserved for top-level University-wide branding efforts.
- e. Outward-facing lawns, building facades, street poles, and other public-facing elements of University property are generally reserved for top-level University-wide branding efforts; and all signs, banners, flags, or other branding and marketing materials used in these spaces must be approved by the University Brand Committee and the Associate Vice President for Campus Operations Planning and Facilities, or designee.

6. Interior Signage

- a. Interior Signage in all University facilities must follow the [University Signage Standards](#).
- b. Interior Signage must comply with the Americans with Disabilities Act, including all its future updates and revisions.
- c. Campus units should contact the University Sign Shop for cost estimates, creation, and installation of interior signs.
- d. Any Interior Signage that diverges from the [University Signage Standards](#) must be individually approved by the University Sign Committee.
- e. The University Sign Committee, in partnership with University Advancement Donor Relations, will ensure compliance with the [University Signage Standards](#) for donor recognition signage.
- f. Campus units, or individuals in those units, may not remove Signage or change wording on Signage without the prior approval of the University Sign Committee.

7. Temporary Signage

- a. Temporary Signage must be displayed or posted in compliance with University Policy 1100 (Use of University Space).

- b. All Temporary Signage that diverges from the University Brand Standards must be approved by the University Brand Committee.
- c. Student election signage is addressed in the Student Elections Manual.

8. Vendor Signage

- a. Vendor or third-party contract signage is subject to this policy and the limitations that govern any and all vendor presence on campus. These limitations are included in each vendor or third party's contract signed with the University unless authorized by the appropriate contract administrator.
- b. Banners advertising vendor or third-party contract business are not allowed on campus unless approved as part of a sponsorship. Contact the Office of Trademark Licensing and Enforcement for more information.
- c. Construction companies may have signage designating participation in a significant campus building project. Signage will be within prescribed specifications and approved by the University on a case-by-case basis. Contact Architectural and Engineering Services for more information.

9. Related Information

Architectural and Engineering Services

<https://www.boisestate.edu/operations/aes/>

Office of Trademark Licensing and Enforcement

<https://www.boisestate.edu/licensing/>

University Signage Standards

<https://www.boisestate.edu/signshop/>

Revision History

July 2016; November 2016; December 20, 2021