

Exterior Signage—WSU Pullman

POLICY

University departments at the contiguous central campus at WSU Pullman and outlying areas are to observe approved exterior signage standards and follow these requirements when requesting and installing specified types of permanent exterior signage.

Exterior signage requests for WSU Spokane, WSU Tri-Cities, WSU Vancouver, and WSU Everett are subject to the approval of the chancellor for each campus.

See *BPPM* 20.43 for policies and procedures regarding temporary signage.

See *BPPM* 20.39 for policies and procedures regarding postings.

See *BPPM* 30.73 for policies and procedures regarding memorial and dedication plaques and benches.

University Architect

The Associate Vice President for Facilities Services is the University Architect. Contact Facilities Services to discuss or plan exterior signage; telephone 509-335-9024.

Design

The signage and frame designs are to be in accordance with approved WSU signage standards.

Exterior signage design standards and guidelines are available at:

facilities.wsu.edu/facilities-services-capital/design-standards/

Click on the **All Design** Standards button,
Scroll down to **Division 10: Specialities**, then
Select **10_14_13: Exterior Signage Guidelines**.

The signs referenced within this section (*BPPM* 20.42) are manufactured by Facilities Services or as part of a state contract.

Placement Approval

The University Architect or designee approves the placement of all exterior signage at the contiguous central campus at WSU Pullman.

Applicability

This policy applies to all employees, departments, and locations at the contiguous central campus at WSU Pullman and outlying areas.

General Prohibitions

Signs made of unauthorized materials, e.g., paper or cardboard, are not allowed.

Exterior Signage—WSU Pullman

Prohibitions (cont.)

Information may not be affixed by temporary means, e.g., gluing, taping, to standardized signage. If surfaces are damaged, the department or person installing the unauthorized signs is held financially responsible for the repairs.

Maintenance

Facilities Services is responsible for sign maintenance.

Departments requesting new signs or blades, or replacements out of cycle, must finance the new signage.

Types of Signage

The approved types of permanent exterior signage include:

- Directional signs
 - Street
 - Pedestrian
 - Crosswalk
- Pedestrian mall signs
- Building identity blade signs
- Auxiliary services signs
- Interpretive signs
- Memorials and dedications
- Regulatory signs

STREET DIRECTIONAL SIGNS

Street directional signs are part of the vehicular system for the campus.

Placement

Street directional signs are placed at the intersections of all campus streets. Facilities Services installs and maintains the signs.

Design and Maintenance

The same policy for all permanent exterior signs applies to the design and maintenance of street directional signs (see [Policy](#)).

PEDESTRIAN DIRECTIONAL SIGNS

Pedestrian directional signs are part of the wayfinding system for the WSU Pullman campus.

Placement

The signs are placed at strategic intersections to help pedestrians locate buildings and programs on campus. As with all permanent exterior signage, the University Architect or designee must approve placement prior to installation.

Design and Maintenance

Pedestrian directional signs are designed and maintained in accordance with this policy (see [Policy](#)).

CROSSWALK MARKERS

The crosswalk markers are part of the safety and wayfinding system for the campus. The markers indicate crosswalks on Stadium Way, Cougar Way, and other heavily-traveled pedestrian/vehicular streets and intersections.

Exterior Signage—WSU Pullman

Placement Facilities Services is responsible for installing crosswalk markers, at the direction of the University Architect or designee.

Financing of new installations is determined by the entity that is requesting installation of the new crosswalk markers.

PEDESTRIAN MALL SIGNS

Pedestrian mall signs are designed and maintained in accordance with this policy (see [Policy](#)).

Placement

Pedestrian mall signs are placed at the entrance to the malls to designate the area as off limits to vehicles.

Design and Maintenance

Facilities Services is responsible for installing and maintaining pedestrian mall signs.

BUILDING IDENTITY BLADE SIGNAGE

Building identity blade signage is placed along a roadway or pathway to a building to identify a building's name to a motorist or pedestrian.

The standards for blade signage at the WSU Pullman campus are 10 ft. tall along major roadways and 8 ft. tall along secondary roadways and pedestrian pathways.

Placement

The University Architect or designee must approve the placement of exterior signage.

Design and Maintenance

Building identity blade signs are designed and maintained in accordance with this policy and the Facilities Services design and construction standards under Division 10: Specialties (see [Policy](#)).

As a general rule, only one blade sign is installed per building. The wording on the blade sign is limited to the name of the building only. The only exception is a sign for a specific building in which a college dean or area vice president is primarily located. Such a sign may also contain the name of the college or area in small letters.

Funding

Projects that require new identity blade signs or modifications are responsible for the installation costs.

Existing Panel Signs

Existing panel signs do not meet approved standards and will be phased out over time. The University Architect or designee will recommend replacement of such signs in accordance with this policy on a case-by-case basis.

Exterior Signage—WSU Pullman

AUXILIARY SERVICES SIGNS

Auxiliary services are to use approved signage in accordance with this policy.

Auxiliary services representatives are to meet with the University Architect or designee to determine the scope of work and the correct type of regulatory and facility signage.

Design

The design is to be approved by the University Architect or designee.

Placement

The University Architect or designee must approve the placement of exterior signage.

Maintenance

The requesting department is responsible for sign maintenance.

INTERPRETIVE SIGNS

Interpretive signs are used for offering educational information about a project, program, or event.

Design

The artwork and text for interpretive signs must follow the University branding guidelines and be approved by the University Architect or designee.

In addition, the requesting party must coordinate placement of the signs with the building coordinator. (See *BPPM* 80.78.) The building coordinator listing is available on the myfacilities website:

myfacilities.wsu.edu/

The sign size cannot exceed 2' x 3'. The size of the sign and the location determine the frame design. Construction drawings for interpretive signs are available from Facilities Services.

Funding

Interpretive signs are paid for by a department, program, or as part of a capital project.

Placement

The University Architect or designee must approve the placement of the signs.

Maintenance

Facilities Services is responsible for sign maintenance. The requesting party is responsible for funding sign maintenance.

Exterior Signage—WSU Pullman

MEMORIAL/DEDICATION PLAQUES AND BENCHES

Memorial/dedication plaques memorialize a person, group, or significant event. Plaques are made from bronze, aluminum, brick, tile, or natural or dyed concrete.

The placement, design, and funding of exterior memorial or dedication plaques or benches must follow the policies and procedures in *BPPM 30.73*.

REGULATORY SIGNS

Regulatory signage is necessary to create a safe environment on campus and reduce conflicts between pedestrians and vehicles. The signage is controlled by state regulations and is enforceable by law.

Placement and Design

In order to be enforceable, the placement and design of regulatory signage must follow prescribed state standards.