Exterior Signage—WSU Pullman

**POLICY**

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

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

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

**University Architect**

The Associate Vice President for Facilities Services is the University Architect. Contact Facilities Services at the Commons Building to discuss or plan exterior signage; telephone 509-335-5571. To request signage access the myFacilities website at:

myfacilities.wsu.edu/

**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.

**General Prohibitions**

Unapproved signs and signs made of unauthorized materials, e.g., paper or cardboard, are not allowed.

Information may not be affixed by temporary means, e.g., gluing, taping, to standardized signage.

**Types of Signage**

Access the following links when seeking policies and procedures regarding specific types of signage:

- Building identity panel signs
- Building identity blade signs
- Building identity blade signs
- Athletics and UREC signs
- Memorial and dedication plaques

**BUILDING IDENTITY PANEL SIGNAGE**

Building identity panel signage is placed along a roadway or pathway to a building to identify a building’s name to a motorist or pedestrian. These signs can also have directional arrows if one sign serves the purpose of identifying multiple buildings.

Such panel signage has a metal frame that is painted in the campus standard color Tavern Dark Green and set in concrete at two points of connection to the ground.
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IDENTITY PANEL (cont.) University departments or major capital project managers are to meet with the University Architect or designee to determine the scope of work and the correct type of building identification signage.

Placement An onsite visit from the University Architect or designee is required to determine the placement of the sign.

Design Design of the signage and the frame are to be in accordance with approved standards of the University Architect. Unapproved sign inserts are not allowed.

Maintenance Facilities Services is responsible for sign maintenance.

Funding The project or campus unit that requires the installation of a new identity sign or the change of an existing identity sign is responsible for funding the installation or change.

Existing Panel Signs Existing panel signs that do not meet approved standards will be phased out over time. The University Architect or designee will replace such signs with approved sign designs in accordance with this policy.

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.

University departments or major capital project managers are to meet with the University Architect or designee to determine the scope of work and the correct type of building identification.

Funding Projects that require the installation of a new identity blade sign or the change of an existing blade or panel sign are usually responsible for funding the installation or change.

EXCEPTION: A large centrally-funded campus project may involve a production run of replacement signage.

Placement An onsite visit from the University Architect or designee is required to determine the placement of the sign.

Design A blade sign that is in accordance with approved standards of the University Architect is designed and approved by the University Architect or designee.

Frame Permanent blade frames are to include metal poles manufactured to support blade signs that are set in concrete.
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Frame (cont.)  The frame design is to meet the approved standards of the University Architect.

Maintenance  Facilities Services is responsible for sign maintenance.

INTERPRETIVE SIGNS  Interpretive signs explain a special exhibit or project on campus.

Design  The requesting party and the party preparing the sign are to use the approved standards of the University Architect. The sign layout is to follow the template developed by WSU Marketing and Creative Services and be approved by the University Architect or designee. Images and wording are digitally inserted into the graphic template.

The sign size cannot exceed four feet by eight feet.

Frame Design  The size of the sign and location determine the frame design. One design option is a four-inch by four-inch post with a vertical sign design. The other option allows for smaller signs placed lower on a slant for closer reading.

Placement  The University Architect or designee determines the placement of the sign. The placement must be accessible to all pedestrians.

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

ATHLETICS AND UREC  Athletics and University Recreation (UREC) signage includes signage that is regulatory in nature and placed in locations such as on fences to explain the name of a facility and related regulations. These signs can have directional arrows if one sign identifies multiple facilities.

Athletics and UREC use the approved signage in accordance with this policy.

Athletics or UREC 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.

Placement  An onsite visit from the University Architect or designee is required to determine the placement of the sign. Signs are attached using tamper-proof bolts to fencing or an approved signpost located on the edge of the facility.
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Design

Athletics or UREC staff design a sign panel that meets the requirements of the approved sign standards of the University Architect. The design is to be approved by the University Architect.

The design is generated by a silk-screen or digital process and printed on metal in order to create a permanent and secure sign.

Maintenance

The requesting department (Athletics or UREC) is responsible for sign maintenance.

MEMORIAL/DEDICATION PLAQUES AND BENCHES

Memorial/dedication plaques are signage that memorializes a person or group or a significant event. Plaques are made from bronze, aluminum, brick, or tile.

Exterior memorial or dedication plaques or benches are permitted in the campus arboreta only. Such signage must be approved through the Arboretum Committee as part of a dedication event that may include a tree, a grove of trees, or a garden.

Criteria

When authorizing a memorial or dedication tree or plaque, administrators and the Committee consider the following, although other criteria may also be considered:

• A donation of $1000 exists (given by the requesting party) that supports the installation of a tree and plaque, with the understanding that if the tree does not survive, there is a one-time replacement warranty for a new tree.

• Trees and plaques are assigned locations within the arboretum.

• If an existing plaque or bench located outside a campus arboretum is removed because of changes in the campus, there is no expectation that the plaque or bench will be located to a new campus location.

EXCEPTION: Plaques or tiles may be part of a large fundraising campaign considered by the Facility Names Committee and approved by the Board of Regents.

Design

The University Architect or designee meets with an Arboretum Committee representative to determine the scope of work and the correct type of memorial plaque. The University Architect or designee designs the plaque. The plaque is reviewed by the requesting party and approved changes are implemented under the direction of the University Architect or designee.
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**Placement**

The University Architect or designee conducts an on-site visit to determine the best placement for the memorial tree and plaque. New installations of memorial plaques are not permitted outside of the campus arboretums unless a part of an approved fund-raising campaign. See exception above.

**Maintenance/Installation**

Facilities Services is responsible for tree and plaque maintenance. A funding source must be provided by the requesting party to support installation and maintenance.