

University Signage Standards

Overview

This chapter outlines the standards for all internal and external signage for the university — including promotional signage, event or conference signage, student posters and the signage for buildings, parking, athletic venues and vehicles.

University Signage Standards

Background

The university takes pride in its Spanish Renaissance architectural heritage and beautiful grounds, which reflect campus tradition and values. Fliers, posters and signs are frequently used to publicize events, but their proliferation can negatively impact the environment as well as detract from the beauty of our campus landscape. Individuals are urged to use sustainable materials and consider electronic media to reduce these impacts.

Office of University Design

The Office of University Design oversees and enforces the University of San Diego's signage standards. These standards apply to all student, faculty, staff and visitor postings on the USD campus. These standards do not apply to or govern the distribution of materials such as leaflets on campus. For additional assistance on how to comply with university signage standards contact the Office of University Design at (619) 260-4261.

University Signage Protocols

The following protocols are intended to establish a balance between desire for publicity and USD's commitment to a sustainable environment. These protocols apply to all student, faculty, staff, and visitor postings on the USD campus. Promotional materials are allowed only for events, which have been approved, by Associated Students or a recognized student organization, Student Affairs, or USD administrative office. Postings within the college or a school must be approved by the appropriate dean's office or an appointed advisor.

Outside organizations or parties that host events on campus may post printed material relating to the event on university property only if doing so is permitted in the party's contract with USD or is otherwise approved in writing by the appropriate university liaison to the outside organization or party. Any such posting must comply with these protocols. All other postings by outside organizations or parties must be submitted to Student Affairs for approval and permitted locations.

A violation of these protocols will result in corrective action as appropriate under the circumstances. For employees, corrective action may include verbal warnings, written warnings or other appropriate disciplinary action. For students, corrective action will be imposed in a manner consistent with the university's Student Code of Rights and Responsibilities or other applicable rules. If the violation is committed by an individual who is not an employee or student, corrective action within the reasonable control of the university will be initiated.

The following protocols apply to temporary signs posting announcements. These protocols do not apply to or govern the distribution of materials such as leaflets on campus. Questions regarding permanent signage for buildings, room identification, or directional markings should be addressed to Planning Design and Construction in Facilities Management.

General Guidelines

- Use of the University of San Diego master logo is restricted to official publications and promotional items of the university as outlined in the Graphic Standards chapter of this manual.

- The University of San Diego monogram may be featured on all permanent university signage. Use of the monogram is outlined in the Graphic Standards chapter of this manual.
- Postings are not allowed on buildings, walls, doors, windows, display cases, furnishings, fountains, fences, trees, poles, cars, permanent signage or any other architectural feature, with exceptions noted below.
- Posted materials must include the name of the sponsoring organization or department and display a stamp indicating that they have been approved for posting by the appropriate dean or vice president or designee.
- Materials may be posted up to one week prior to an event and must be removed within 24 hours after the completion of the event. Removal and recycling are the responsibility of the group posting the materials.
- Postings at campus athletic venue locations are controlled by the Department of Athletics.
- Postings in student housing areas are controlled by the Department of Residence Life and the division of Student Affairs.
- Exceptions to these protocols may be made under special circumstances with the approval of the appropriate dean or vice president in consultation with the Office of University Design, which oversees the university's signage standards. For additional assistance from the office, contact (619) 260-4261.

University Signage Standards

Kiosks and Bulletin Boards

- Kiosks are for the purpose of posting information for campus events. These are located at the Student Life Pavilion, the Camino/Founders patio and in front of the Joan B. Kroc Institute for Peace & Justice. Guidelines for posting on these kiosks are outlined on the Student Life Facilities website.
- All student event and organization postings must be approved and stamped by Student Life Facilities, located in the Hahn University Center, Room 205. Fliers for events sponsored by academic departments require approval and stamping by the appropriate dean's office.
- Fliers must be for events open to the campus community and sponsored by a registered student organization or university department.
- Campus bulletin boards are for the purpose of posting information for campus events and sponsored programs. These bulletin boards are located in the Hahn University Center and the Student Life Pavilion, as well as Serra, Camino and Founders Halls.
- The size of fliers on campus bulletin boards should not exceed 11x17 inches and are limited to one per bulletin board. Fliers are not allowed on interior floors, walls, windows, doors or furnishings.
- Indoor posters are allowed on bulletin boards with the approval of appropriate departments and administrators. Posters may not exceed 22x28 inches and are not allowed on interior floors, walls, windows, doors, or furnishings. Faculty members may post individual announcements on their office doors.



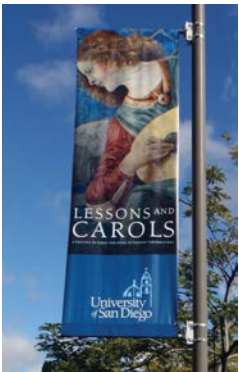
For information: (619) 260-4600
www.sandiego.edu

University Signage Standards

Institutional Banners



- Banners displaying the University of San Diego's current marketing theme or institutional message are managed jointly by the Department of Marketing and Strategic Partnerships and the Office of University Design.



- Departments that wish to promote individual programs or events can display banners only on the pedestrian poles in the Plaza de San Diego in front of Maher Hall. Those requests must be scheduled, approved and managed through the Office of University Design.

Promotional Signage for Student Events

- Promotional materials for student events are allowed only for events that have been approved by Associated Students or by another recognized student organization, the division of Student Affairs, or a USD administrative office.
- Postings by student organizations within a college or school should be approved by the dean's office or an appointed faculty advisor.

- Faculty and staff postings should be approved by the appropriate vice president or dean.

Promotional Signage for Outside Organizations

- Outside organizations or parties that host events on campus may post printed material relating to the event on university property only if doing so is permitted in the party's contract with USD or is otherwise approved in writing by the appropriate university liaison to the outside organization or party.
- Any such posting must comply with these protocols. All other postings by outside organizations or parties are not permitted.
- Postings are not allowed on buildings, walls, doors, windows, display cases, furnishings, fountains, fences, trees, poles, cars, permanent signage, or any other architectural feature.

Displaying Promotional Signage for Student Events

Student Posters/Fliers

- Indoor posters are allowed on bulletin boards with the approval of appropriate departments and administrators. Posters may not exceed 22x28 inches and are not allowed on interior floors, walls, windows, doors, or furnishings. Faculty may post individual announcements on their office doors.

Student Banners

- Student event banners may be sized up to 3x6 feet. Banners exceeding this limit must be approved by the vice president for Student Affairs or his/her designee.

- Student event banners may be hung by Missions Crossroads, Missions Parking Structure railing, Camino/Founders courtyard gates, Serra Hall third-floor railing, Maher Hall third-floor railing, and Olin Hall bridge railing. Removable tape, such as blue painter's tape, must be used to secure banners.

Displaying Promotional Signage for Outside Organizations

- Custom banners designed for sponsored conferences or events must be coordinated with the USD liaison/facility scheduler and approved by the Office of University Design. The size and location of the banner must be approved in advance in writing by the appropriate USD liaison to the outside organization.
- When an event venue is reserved, it is the responsibility of the USD liaison to communicate these protocols in writing to the requesting parties. Download a PDF of this chapter at www.sandiego.edu/marketing/brand-manual.php.
- Signs at the entrance kiosks and signs to direct off-campus attendees to parking and event venues on campus must be requested through the Office of Parking Services, which will determine the number of signs allowed and their placement.
- Freestanding signs, stanchions, A-frames, easels, etc., may only be used for campus-wide events and administrative announcements. Use and location of these sign types must receive one-time prior approval from the Office of University Design.

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Digital Signage

The University of San Diego's digital signage system is used to disseminate information related to the university. Digital media players may be installed in campus buildings with the authorization of The Office of University Design, along with deans or building managers. Only approved users, who have received the appropriate training are authorized to use the digital media system.

A customized base template will be designed for each dean and/or building. The customized base template can be updated once each year based on the date of purchase. Additional templates can be designed by Instructional Media Services and approved by the Department of Marketing and Strategic Partnerships. The fee is \$75 per template.

University Marquees

The following standards and protocols govern the operation of electronic marquees on the University of San Diego campus. Requests for event announce-

ments on the electronic marquees at the campus entrances must be placed through Campus Scheduling by contacting marquee@sandiego.edu.

USD Electronic Marquee Standards and Protocols

- Marquees currently are located at the east [main] and west entrances to the campus. The Office of Campus Scheduling is responsible for overseeing and managing the posting of information on each of the marquees.
- The marquees are to be used for event promotion, community awareness, and parking management. Only USD Departments and registered student organizations may submit requests to post information on the marquees.
- A request to post information on a marquee must be made in connection with an event that has a planned attendance of at least 50 people. In addition, the request to post information on a marquee must be made in connection with an event that is open to the entire USD community or an event that is co-sponsored by USD. A department or registered student organization may request the posting of general USD community information on a marquee; however, such information will be posted only on a space-available basis.
- A request to post information on a marquee must be submitted at least two weeks prior to the event. The request should be emailed to marquee@sandiego.edu. The request must include the name of the event, the date(s) of the event, the start time of the event, the name of the

sponsoring department or organization, location, and contact information (name, title, email or website address and phone number) for the USD Department or student organization who is affiliated with the sponsoring department or organization. An email response will be sent to the requestor, approving or denying the request.

- The Office of Campus Scheduling has the sole and complete discretion to approve or deny any request to post information on a marquee. For a request that is approved, the Office of Campus Scheduling has the sole and complete discretion to determine the content and scheduling of the information posted.
- The Office of Campus Scheduling has the authority to determine the maximum number of messages that may be posted on a marquee at any given time. Inquiries about this policy may be forwarded to the Office of Campus Scheduling at ext. 4592, or scheduling@sandiego.edu.

Decorative Standards

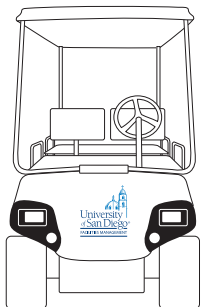
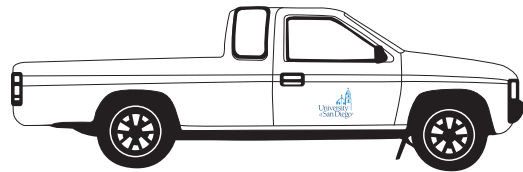
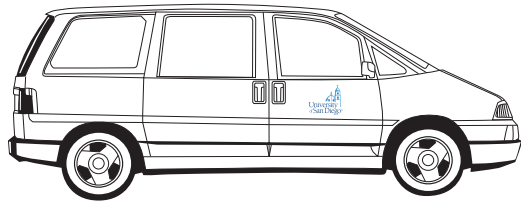
The Office of University Design has established a protocol for the holiday decorations — including the proper use of garlands, wreaths, lighting, trees and other holiday decor. For additional information, please contact the Office of University Design at (619) 260-4621.

Interior Building Signage

Interior building signage may only appear in the specifications and color options governed by the Office of University Design. Questions regarding



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permanent signage for buildings, room identification, or directional markings should be addressed to the Office of Planning Design and Construction in Facilities Management.

Exterior Building Signage

Exterior building signage may only appear in the specifications and color options governed by the Office of University Design. Questions regarding permanent signage for buildings, room identification, or directional markings should be addressed to the Office of Planning Design and Construction in Facilities Management.

Building Monument Signs

Questions regarding permanent signage for buildings, room identification, or directional markings should be addressed to the Office of Planning Design and Construction in Facilities Management.

Vehicles

The University of San Diego has established vehicle signage standards that must be adhered to by all university constituencies. All vehicles, including trucks, cars, vans, trams and motorized carts, used by academic, administrative and facilities units must be white and must feature the appropriate master logo or custom signature.

Athletics vehicles — used to transport athletic teams and/or personnel — may be Founders Blue and must feature the primary athletic mark. Secondary athletic marks and custom team signatures are not authorized for use on vehicles. To have the proper marks or logos added to a vehicle or for additional assistance, contact the Office of Transportation at (619) 260-4253.

Athletic Venues

Permanent signage for all USD athletic events must comply with the standards established by the Office of University Design. All other temporary signage and marketing and/or advertising signage must comply with the standards established between the advertising/marketing agency, and the Department of Athletics.

Security Signage

Security signage may only appear in the specifications and color options governed by the Office of University Design. The Department of Public Safety is the only unit authorized to produce security signage.

Parking Signage

Permanent parking signage may only appear in the specifications and color options governed by the Office of University Design. The Office of Parking Services is the only unit authorized to produce permanent parking signage. Temporary parking signs must also be approved by the Office of Parking Services. For additional assistance contact the Office of Parking Services at (619) 260-7587.