Policy Statement

All requests for new signage, donor signage and requests to replace existing signage must be directed to the Physical Plant’s architect/design engineer. The architect/design engineer will notify Marketing and Communications’ director of special projects and advertising and the vice president of facilities planning when exterior signage or non-standardized signs are being requested.

All interior and exterior building signage must adhere to the style and logo guidelines outlined in the Brand Manual.

Exterior signage includes building identification, historic markers, street numbering, etc. Interior signage includes office signs, nameplates, restroom signs, room signs, directional signs, directories, etc.

Policy Manager and Responsible Department or Office

Director of Advertising and Brand Management, Office of Advertising and Brand Management in the Division of Marketing and Communications

Purpose/Reason for the Policy

The College of Charleston’s location in the heart of downtown Charleston makes signage essential to distinguishing our campus from the surrounding area. Standardized, recognizable signage builds awareness of our campus among passersby (both tourists and area residents), greatly facilitates navigation for visitors and members of the College community, and ensures compliance with the Americans with Disabilities Act (ADA).
Departments/Offices Affected by the Policy

All departments/offices.

Procedures Related to the Policy

Coordination and approval of signage is the shared responsibility of the Division of Marketing and Communications, Facilities Planning and the Physical Plant. All interior and exterior building signage must adhere to the style and logo guidelines outlined in the Brand Manual.

INTERIOR SIGNAGE
Interior signage includes office signs, nameplates, restroom signs, room signs, directional signs, directories, etc. The following processes below should be followed.

New Buildings
The Physical Plant’s architect/design engineer will coordinate signage needs with the building's occupants, the director of advertising and brand management, the project architect and the sign manufacturer. Sign costs should be included in the project budget.

Existing Buildings
Any department wishing to replace their current signage should contact the Physical Plant's architect/design engineer who will coordinate with the director of advertising and brand management. The requesting department is responsible for funding.

Renovated Buildings
New signs are created at the discretion of Physical Plant, if the budget permits. Physical Plant will coordinate changes with occupants of the renovated areas and the director of advertising and brand management.

EXTERIOR SIGNAGE
Exterior signage includes the building identification, school or department name, historic markers, street numbering, etc. The following processes should be followed.

New Buildings
The Physical Plant architect/design engineer will work with the vice president for facilities planning, the director of advertising and brand management, and the project architect to
develop signage. Physical Plant will work with the occupant to verify the correct name to be posted on the building. The project architect submits the proposed design to the city’s Board of Architectural Review (BAR) for approval.

**Existing Buildings**
The Physical Plant architect/design engineer will work with the vice president for facilities planning, the director of advertising and brand management, and the requesting party to develop the proper signage. The city’s BAR must then approve the proposed signage.

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**Related Policies, Documents or Forms**

*College of Charleston Brand Manual and Visual Identity and Style Guide*

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**Review Schedule**

| Issue Date: July 1, 2009 | Next Review: June 30, 2010 |