

# COLLEGE of CHARLESTON

## OFFICIAL POLICY

**3.9.1**

**Signage: Building Signage**

**04/04/16**

### **Policy Statement**

All requests for new signage, donor signage and requests to replace existing signage must be directed to the CAD Manager/Interior Planner in the Office of Campus Planning. The CAD Manager/Interior Planner will notify the Division of Marketing and Communications' Director of Brand Marketing and the Vice President of Facilities Planning when non-standardized interior and/or exterior 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.

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### **Policy Manager and Responsible Department or Office**

Director of Brand Marketing, Office of College Marketing, Division of Marketing and Communications

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### **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) requirements. All exterior signage requires approval from the City of Charleston's Board of

Architectural Review (BAR).

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### **Departments/Offices Affected by the Policy**

All departments/offices.

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### **Procedures Related to the Policy**

Coordination and approval of signage is the shared responsibility of the Division of Marketing and Communications, Facilities Planning and Campus Planning. 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 shall be followed.

##### *New and Renovated Buildings*

The CAD Manager/Interior Planner will coordinate standard interior signage needs with the building's occupants, the Physical Plant Project Manager, project architect and the sign manufacturer. Non-standardized signs require coordination with and approval of the Director of Brand Marketing. Sign costs, including outsourced design labor, materials, fabrication, and installation labor should be included in the project budget.

##### *Existing Buildings*

Any department wishing to replace its current signage should contact the CAD Manager/Interior Planner in Campus Planning, who will determine locations, standard sign type(s), content and appropriateness. Non-standardized signs require coordination with and approval of the Director of Brand Marketing. Sign costs, including outsourced design labor, materials, fabrication, and installation labor are funded by the requesting department.

##### *Content Updates to Existing Signs*

Requestors may contact the CAD Manager/Interior Planner for self-service templates to update individual office/room nameplates. Paper stock, font and format must follow requirements as listed in the *Brand Manual*. Requestors may contact the CAD Manager/Interior Planner for updates to existing departmental directories, level directories and directional signs.

#### **EXTERIOR SIGNAGE**

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

*New and Renovated Buildings*

The CAD Manager/Interior Planner will coordinate standard exterior signage needs with the Physical Plant Project Manager, project architect and the sign manufacturer. The CAD Manager/Interior Planner will verify exact verbiage with the building occupants as well as cross reference the approved building name as listed in the *Brand Manual*. Non-standardized signs require coordination with and approval of the Director of Brand Marketing and the Vice President of Facilities Planning. Standard exterior building signs, including colors, sizes, materials and mounting heights have received approval from the BAR. The CAD Manager/Interior Planner submits proposed design(s) for non-standardized signs to the city's Board of Architectural Review (BAR) for approval. Sign costs, including outsourced design labor, BAR application fees, materials, fabrication, and installation labor should be included in the project budget.

*Existing Buildings*

The CAD Manager/Interior Planner will coordinate standard exterior signage needs with the requesting department and the sign manufacturer, and cross reference the approved building name as listed in the *Brand Manual*. Non-standardized signs require coordination with and approval of the Director of Brand Marketing and the Vice President of Facilities Planning. Standard exterior building signs, including colors, sizes, materials and mounting heights have received approval from the BAR. The CAD Manager/Interior Planner submits proposed design(s) for non-standardized signs to the city's Board of Architectural Review (BAR) for approval. Sign costs, including outsourced design labor, BAR application fees, materials, fabrication, and installation labor are funded by the requesting department.

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**Related Policies, Documents or Forms**

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

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**Issue Date: July 1, 2009**

**Date of Policy Revision: April 4, 2016**

**Next Review Date: April 4, 2016**

**POLICY APPROVAL**

**(For use by the Office of the Board of Trustees or the Office of the President)**

Policy Number:

President or

Chairman, Board of Trustees

*Alan E. McLaughlin*

Date: 4-4-16