

## Campus Outdoor Sign Plan

Campus Planning Committee Banner/Signage Task Force  
Approved by the Campus Planning Committee February 26, 2001  
Edited November 15, 2007, Update approved January 25, 2013, Edited February 26, 2019

### Introduction

The university recognizes the need for a comprehensive, coordinated system of campus outdoor signage. This subject plan describes the intent and implementation of the Campus Plan's "Principle 2: Open-space Framework, Landscape Features sub-principle (b):

*The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Every effort will be made to limit signage on campus with the understanding that some signage is essential to support the university's mission.*

This plan does not intend to supersede any existing university or city policies. Including the UO Building Naming Policy.

Outdoor signs fall into two categories:

#### 1. Campus Standard Sign Designs

- Building Identification Signs
  - Primary Entrances
  - Secondary Entrances
- Traffic and Parking Signs
- Campus Map Stations

#### 2. All Other Outdoor Signs

- Exceptions
  - Temporary Signage
  - Existing Signs
  - Construction Site Signs
  - Outdoor Sports Facilities

### Implementation

All design changes to campus standard signs (e.g., new logo, typeface, etc.) shall be implemented in a coordinated manner, area by area, to avoid a mismatched appearance. All new construction and signage upgrade projects shall specify the campus standard sign design, and adjacent areas shall be converted at the same time whenever possible.

### Maintenance

The university is committed to developing a program of maintenance, rehabilitation, and repair of outdoor signs on a systematic, continuous basis and will continue to seek adequate funding for this activity.

# Campus Standard Sign Designs

## Building Identification Signs - Standard Design

- **Purpose:** Building identification signs identify buildings and not the programs housed within a building unless specific and unique characteristics of the building or program require such identification.

This policy does not restrict interior building directory signage, which is encouraged. Building directory signs are to be inside the building and should be located near main entrances or major circulation spaces.

### **Primary Building Entrance Signs:**

- **Design:** A standard design for primary building entrances was reviewed and approved by the Campus Planning Committee at its June 5, 1997 meeting (see drawing on page 3). The designs of individual signs that meet this standard do not require review. The Office of Campus Planning is responsible for reviewing proposals for building entrance signs to determine if standards for the overall sign design (material, size, shape, color, information conveyed, etc) have been met. Campus Planning will determine when specific or unique circumstances require text other than the building name (or approved abbreviated name) and official Building Complex name on a standard sign. Campus Planning may refer this decision to the Campus Planning Committee.

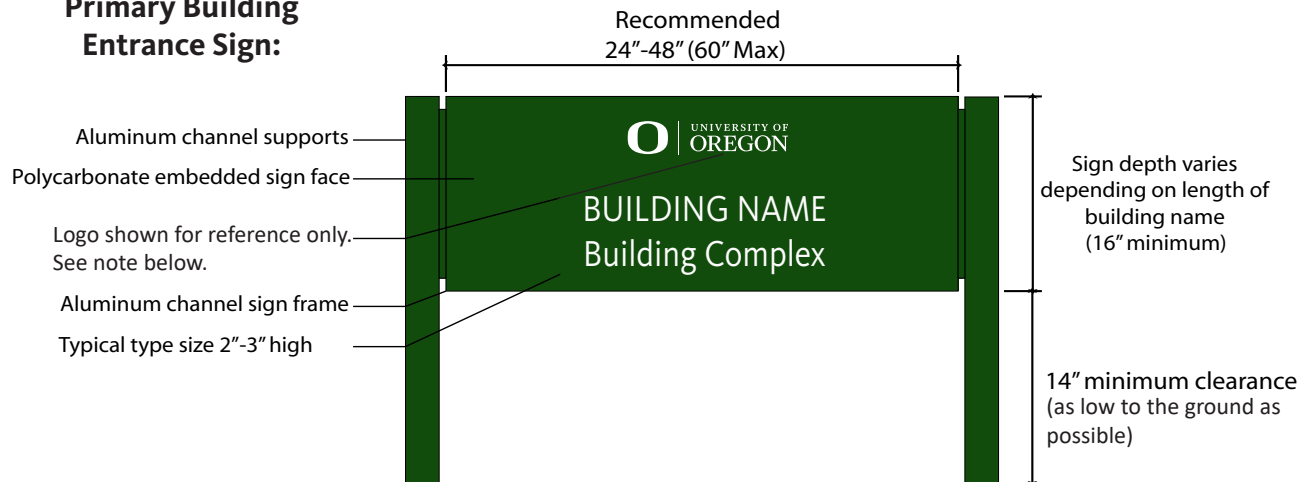
University Communications is responsible for establishing typography and logos. Refer to the Implementation section on page 1, which describes the requirement for a consistent and comprehensive implementation approach when changes are proposed.

- **Placement:** The placement of building signs shall be determined by Campus Planning and the Facilities Services Landscape Supervisor in consultation with the project sponsor.
- **Production/Installation:** All standard building signs shall be designed by University Communications (Design and Editing Services) and produced and installed by Facilities Services. Also refer to the Implementation section on page 1.

### **Secondary Building Entrance Signage:**

- **Design:** Discreet lettering applied to the glass surface above or adjacent to the doorway. Usually only the building name is appropriate.
- **Placement:** The placement of secondary building entrance signs shall be determined by Campus Planning.

## Primary Building Entrance Sign:



- **Construction:** Aluminum channel supports with embedded polycarbonate sign face, filled with rigid insulation.
- **Logo:** All signs must include the UO logo as approved by University Communications.
- **Text:** Building name (or approved abbreviated name) on first line and Building Complex name on second line, centered on sign face, below UO logo.
- **Size:** Lettering and sign faces sized according to requirements of each location (see notes above).
- **Color:**
  - Background (PMS 342)
  - Logo and lettering (white, unless lettering is brass or bronze).
  - Supports (Tiger Drylac RAL 6005 PowderCoat 49/50670).
- **Typography:** As approved by University Communications— Building name in upper case (when possible) and Building Complex name in upper/lower case. Ensure compliance with "Implementation" section.

## **Traffic and Parking Signs: Standard Design**

- **Purpose:** Informational signs such as traffic signs, for which there is a commonly understood convention, are to be designed and installed in accordance with the appropriate convention.
- **Design:** A uniform signage program and sign design for vehicular traffic and car and bike parking were reviewed and approved by the Campus Planning Committee at its August 6, 1998 meeting and modified at its July 11, 2012 meeting to incorporate a smoke/tobacco free university message (see photos below and refer to meeting records for additional information). The designs of individual signs that meet this standard do not require review. Campus Planning is responsible for reviewing sign proposals to determine if standards for the overall sign design (material, size, shape, color, information conveyed, etc.) have been met. Specific content will be determined by Transportation Services. University Communications is responsible for establishing typography and logos. Refer to the Implementation section on page 1, which describes the requirement for a consistent and comprehensive implementation approach when changes are proposed.
- **Placement:** Individual signs that are part of this uniform signage program do not require review.
- **Production/Installation:** All traffic and parking signs shall be designed by University Communications (Design and Editing Services) and produced and installed by Transportation Services. Refer to the Implementation section on page 1.

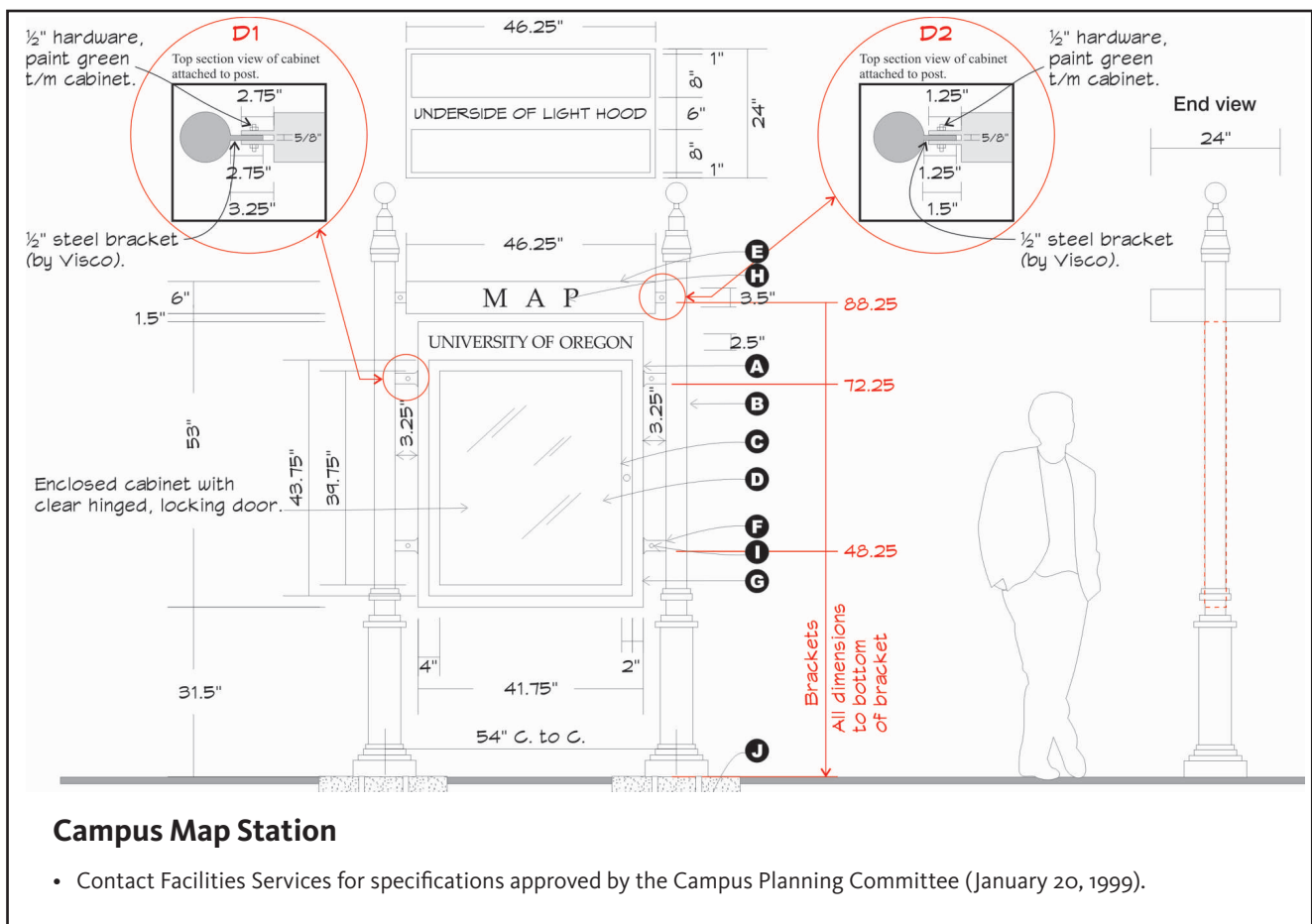
### **Vehicular Traffic and Car and Biking Parking Signs:**

- Contact UO Transportation Services for vehicular traffic, car, and biking parking sign specifications, which were approved by the Campus Planning Committee (August 6, 1998).



## Campus Map Stations: Standard Design

- **Purpose:** Campus map stations are designed to provide orientation and information to visitors and new members of the campus community. Secondary directional signs have the potential of cluttering the campus and generally are not allowed.
- **Design:** A standard campus map station design was reviewed and approved by the Design Review Subcommittee of the Campus Planning Committee at its January 20, 1999 meeting (see drawing below and refer to the meeting record for additional information). Campus Planning is responsible for reviewing sign proposals to determine if standards for the overall sign design (material, size, shape, color, information conveyed, etc) have been met. University Communications is responsible for establishing typography and logos. Refer to the Implementation section on page 1, which describes the requirement for a consistent and comprehensive implementation approach when changes are proposed.
- **Placement:** The design of additional map stations that meet this standard do not require review, but their placement shall be reviewed by the Design Review Subcommittee. Approximately ten maps stations placed in key locations are anticipated.
- **Production/Installation:** All map stations shall be produced and installed by Facilities Services. The content of all map stations shall be designed by University Communications (Design and Editing Services).



## All Other Outdoor Signs

All proposals for exterior signage not covered by the campus standard designs described above shall be reviewed according to the criteria stated below and approved on a case-by-case basis in a manner authorized by the Campus Planning Committee (exceptions noted below). This includes but is not limited to banners and sandwich boards.

- **Review Criteria:** All outdoor signage not covered by one of the campus standard designs or not listed as an exception (see below) shall meet the following criteria:

1. Content – The Campus Planning Committee does not regulate the specific text or graphics\* of signage on campus except that the content must be related to a university event, organization, or department. No commercial advertising is allowed.
2. Purpose – The need for signs differing from a campus standard design must be justified. The purpose of signage on campus is to ensure safety, provide direction, and provide information about campus departments and events. Every effort will be made to limit signage on campus with the understanding that some signage is essential to support the university's mission.
3. Overall Design and Location – All signage on campus shall be compatible with the character of the campus, in particular with the immediate surroundings. All applicable *Campus Plan* policies and patterns and, when applicable, already approved standards for signs shall be followed.

\* *Note: While the graphic design is not a criterion for Campus Planning Committee approval, all signs must comply with the university's graphic design standards as defined by University Communications.*

- **Exceptions:** The following exceptions are NOT subject to Campus Planning Committee (CPC) review\*\*:

1. Temporary Signage\*\* – Signs, including but not limited to banners (feather, building mounted, etc) and sandwich boards that are up for 30 days or less and are related to a university event, organization, or department are not subject to CPC review. No commercial advertising is allowed.
  - A location that is consistently or seasonally occupied by a changing banner/sign is not considered temporary and is subject to review. A sign is “seasonal” if it is installed for more than 30 days each year on a continual basis.
  - Sandwich boards set out daily and taken in every evening are not considered temporary if they are displayed for more than 30 days. In all cases, sandwich boards cannot block any pathways or damage the landscape.
2. Existing Signs – Signs currently in place that were previously reviewed and approved in a manner described in this document are grandfathered in until such time as a replacement sign is required. This includes pole banners in previously approved locations. Signs that were not approved can come into compliance by submitting for review.
3. Construction Site Signs – Signs related to construction activity that are required or informational (for example, a main project directory listing the architect and contractors, emergency information signs, directional signs for deliveries, and signs required for safety) are not subject to review. Such signs should be appropriately located.
4. Outdoor Sports Facilities – Signs located within outdoor sports facilities, such as Autzen Stadium and Hayward Field, that are not visible from the exterior of the facility (i.e., they are intended to be viewed from the inside of the facility) are not subject to Campus Planning Committee review.

\*\* *Note: Temporary signs/banners are subject to university policies and procedures regulating temporary outdoor uses. Please contact EMU scheduling and Event Services. For policies regulating sign content and logo use, please contact University Communications.*

*All signage is subject to the City of Eugene Land Use Code requirements.*