



OBJECTIVE

To regulate and establish standards for all signage and graphics used on university property, to assist in providing direction and information, to ensure adherence to minimum aesthetic and design standards, and to ensure uniformity in appearance.

POLICY

Applies to: All property owned, leased, or controlled by the university.
Issued: 02/2008
Edited: 02/2009

I. Responsibility

- A. The campus graphics coordinator, under the direction of the university's senior campus planner has the responsibility for the implementation, administration, and interpretation of sign policy on campus.
- B. The campus graphics coordinator works for Facilities Operations and Development (FOD) and provides implementation services and technical assistance to any campus requestor.

II. Basic Guidelines

- A. All signage and graphics on campus will be in accordance with [Campus Signage and Graphics Guidelines](#) and any other guidelines published and maintained by the university.
- B. Signage and graphics will conform to the graphics code and/or regulations of the appropriate jurisdiction.
- C. Signage and graphics will not be located in a public right-of-way.
- D. No permanent or temporary sign or graphic will be erected or installed in public areas on university property without the prior written approval of the campus graphics coordinator.
- E. All signage and graphics erected without appropriate review and approval are subject to removal or modification at the direction of the campus graphics coordinator.

III. Capital Projects

- A. Signage is a required part of every capital project package.



- B. Capital projects are required to provide minimal signage for the functioning of a building, including:
1. Building identification sign - at least one sign at the primary entrance to the building.
 2. Interior/wayfinding signs - minimally consists of ADA-compliant room number markers, rest room markers, stair and elevator markers. May also include ADA-compliant sign frames with room numbers and removable inserts for labeling rooms.
 3. Building directory - at least one directory at the primary entrance to serve the whole building.

PROCEDURE

Applies to: All property owned, leased, or controlled by the university.
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I. Signage Requests

- A. All requests for signage and graphics are required to be submitted through Facilities Operations and Development's (FOD) [Signage Request Form](#).
- B. Upon receipt, the request will be forwarded to the university's campus graphics coordinator for review and approval.
- C. When a sign request is received, the campus graphics coordinator will encourage the use of a standard sign form so as to maintain consistency of signs throughout the campus environment.

II. Signage Approval

- A. The campus graphics coordinator is responsible for approving, rejecting, or modifying sign requests and for communicating decisions to the requestor. In addition, the coordinator will also consult with other university offices as necessary.
- B. The university landscape architect and the campus graphics coordinator establish and maintain current standards and guidelines for campus signs. Standards and guidelines include such things as acceptable sign forms, type styles, sizes, colors, formats, construction methods, and materials.



- C. Requests for exemption from or modification of the current sign standards must be submitted to Facilities Operations and Development for review and approval prior to implementing and/or installation.

RESOURCES

Ohio State, [Campus Signage and Graphics Guidelines](#)

Ohio State, [Facilities Operations and Development](#), Planning and Real Estate,
614- 247-4538

Ohio State, [Signage Request Form](#)