


# ADMINISTRATIVE PROCEDURE

## ADMIN-16

### University Signage and Wayfinding Standards

Number: ADMIN-16	Name: University Signage and Wayfinding Standards
Purpose:  This procedure is intended to develop the direction, logic, and guidelines for signage and wayfinding centered around Marshall University's Huntington campus and existing remote campuses and centers. These procedures are a working document evolving as situations present themselves, future needs dictate and governing regulations, codes, and policies warrant.	
Responsible Unit: Operations	
Approved by: 	Approval Date: 4/29/22

**MARSHALL UNIVERSITY**

**SIGNAGE AND WAYFINDING  
PROCEDURE**

**2022**

# University Signage and Wayfinding Standards

This document is intended to develop the direction, logic, and guidelines for signage and wayfinding centered around Marshall University's Huntington campus and existing remote campuses and centers. These procedures are a working document evolving as situations present themselves, future needs dictate and governing regulations, codes, and policies warrant.

The purpose is to provide a clear and concise direction necessary to make visitors feel comfortable and secure. The signage and wayfinding must achieve the following goals: welcome the visitor, clearly define the environment, and provide directions to destinations. It will also promote unified and attractive sign appearance for the entire university. Potential visitors:

- New or prospective students and parents
- Community members
- Visiting students for conferences
- International students
- Visiting faculty
- Athletics fans
- Private event (weddings, reunions, ext.) attendees
- Memorial Fountain visitors
- Faculty and Staff

All signage at Marshall must comply with the Americans with Disabilities Act (ADA), West Virginia State Fire Marshal and Building codes, and all other applicable city, state, and federal regulations.

The university has the authority to remove signage that does not follow the guidelines set forth in this procedure.

Requests for permanent signage, required to be affixed, installed, painted, or removed must be submitted to Physical Plant through the online work order form. The Physical Plant will submit these requests to the Signage and Wayfinding Committee for approval.

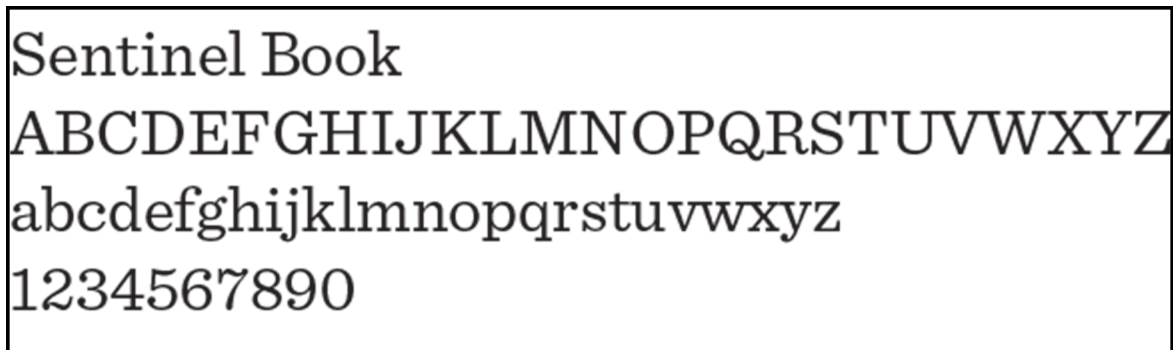
New Construction, renovation, or relocation projects are required to include funding for signage and installation in the scope of work and budget. The vendors will be provided with this University Signage and Wayfinding Procedure as well as the name and contact information of the contracted signage vendor.

Exceptions to this procedure may occur:

- Historical buildings such as Old Main shall preserve the historical character of the building.
- Other campuses that are located on another entity's property may have to follow the standards or comply with the procedure set by that entity.
- The University Art Galleries, student art competition displays, activities related to curricular pursuits such as exhibitions, installations, and performances in the School of Art and Design, the School of Music, and the School of Theatre will be governed by the College of Arts and Design.
- As these exceptions present themselves, the Signage and Wayfinding Committee will evaluate and determine the best alternatives on a case-by-case basis.

# SYSTEM STANDARDS

## GRAPHIC STANDARDS – Typography



## GRAPHIC STANDARD – Logos

Preferred Logo



Bar M Logo  
PMS 354 and Black



Bar M Logo  
on a solid background

One-Color Logo



Bar M One-Color Logo  
Black and White version



Bar M One-Color Logo  
PMS 354 version

## GRAPHIC STANDARD – System Colors

Kelly green (PMS 354) is the primary color with black, gray, and white to accent it and support it.

PANTONE® 354 C	PANTONE® PROCESS BLACK C	PANTONE® 429 C	PANTONE® 469 C	PANTONE® 4645 C
CMYK 81 0 92 0	CMYK 0 0 0 100	CMYK 21 11 9 23	CMYK 24 79 100 73	CMYK 11 46 64 30
RGB 0 177 64	RGB 39 37 31	RGB 162 170 173	RGB 105 63 35	RGB 173 124 89
HEX 00B140	HEX 27251F	HEX A2AAAD	HEX 693F23	HEX AD7C59

## **EXTERIOR SIGNAGE**

### **EXTERIOR SIGNS TYPE: Building Identification, Ground Mounted (Stand Alone)/Lighted**

#### **FUNCTION**

The primary purpose of this type of signage is to identify the building by name, address, code and number to pedestrian and vehicle traffic. This type of sign is not intended for recognition or use as a building directory.

#### **LOCATION**

- Located at or near primary accessible pedestrian entrance to buildings or other facilities.
- Placed perpendicular to road/sidewalk to maximize visibility.
- Unobstructed by vegetation or other objects.

#### **CONTENT**

##### Building Name

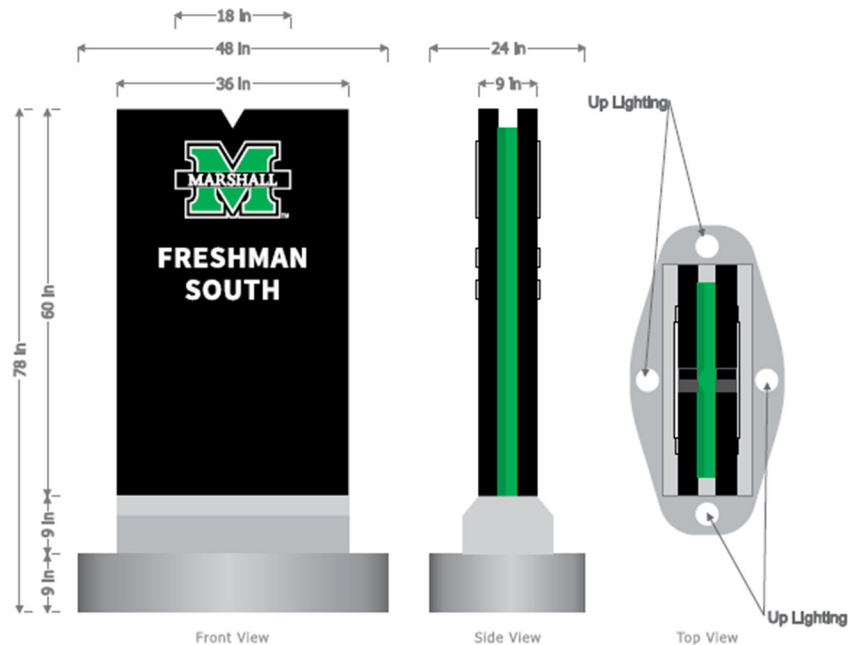
- Short form of the building name, 4 word maximum.
- Maximum 2 lines of text.

##### Street Address

- Use Assigned 911 Street Address
- One line of copy only

##### Building Letter Code

Building Abbreviation used in Registrar Course Scheduling



## **EXTERIOR SIGNS TYPE: Building Mounted Letters**

### **FUNCTION**

The purpose of this sign type is to identify the facility name.

### **LOCATION**

- Sign should be positioned on a building facade in view of major pedestrian walkways.
- Unobstructed by vegetation or other objects.

### **CONTENT**

- Content is limited to the name of the building.
- Cast Metal Lettering with brushed metal finish and is stud mounted to building.
- Lettering size will vary depending on the location and viewing distance.



**EXTERIOR SIGNS TYPE: Vehicular Wayfinding, Post Mounted**

**FUNCTION**

Provide drivers with advance directional information to university destinations and parking facilities.

**LOCATION**

- City streets and campus roads
- Placed perpendicular to the road, facing oncoming traffic
- Placement (height and location) to maximize visibility

**CONTENT**

Marshall University and maximum of four (4) destinations

## **EXTERIOR SIGNS TYPE: Parking Signage**

### **FUNCTION**

To identify parking lots reserved for students, employees, public. To identify where no parking is permitted. To identify parking for ADA vehicles.

### **LOCATION**

- Placed at the entrance of each parking lot.
- Placed at the appropriate parking space.

### **CONTENT**

- Symbol to support type of parking.
- Text identifying type of parking.
- Violation or Fines that may be applicable.
- Hours of operation.



# INTERIOR SIGNAGE

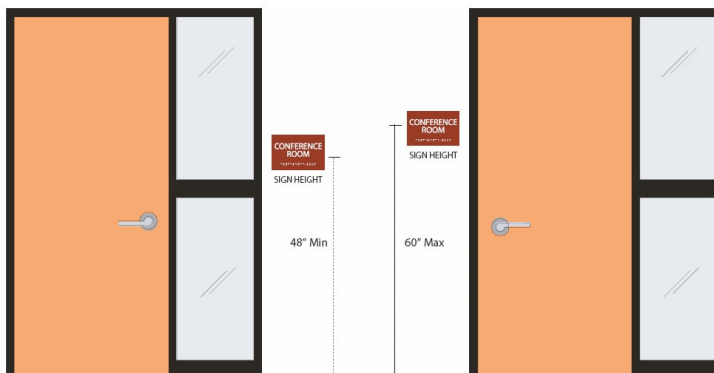
## INTERIOR SIGNS TYPE: Room Number

### FUNCTION

Room number signs include braille that uniquely identifies rooms within campus buildings to provide logical wayfinding.

### LOCATION

The baseline of the tactile copy can be mounted between 48" at the lowest point to 60" at the highest point (suggest installing all signs at 54" from floor to the center of the sign.) This allows signs of different sizes to be mounted on the same visual plane. Elevator cars are excluded from this rule. The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall. Double doors (two active leaves): Sign shall be located to the right of right-handed door. Double doors (one active leaf): Sign shall be located on inactive leaf.



Spaces and Capital Projects within campus that ONLY require a room number plate and no additional labeling generally include:

- General use classrooms
- General use laboratories
- Custodial closets
- Mechanical rooms
- Utility and Trash Rooms
- Copy, Mail & Storage Rooms
- Staff Kitchens & Lounge Spaces

Space exceptions:

- Stairwell doors
- Corridor intersections
- Vestibules
- Lobbies

- Alcoves

## CONTENT

- White letters on Black acrylic.
- The room numbers shall reflect the official room numbers assigned.



## INTERIOR SIGNS TYPE: Room Number and Name: Single or Multi Slot

### FUNCTION

1" x 6" Single or Multi-Slot Room numbers are intended to meet the needs of rooms that require labeling beyond the basic room numbering. Room numbers include braille that uniquely identifies rooms within campus buildings to provide logical wayfinding.

### LOCATION

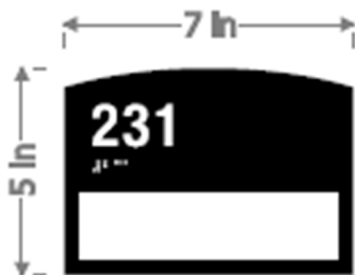
The top of Single or Multi-Slot Signs are located at the baseline of the tactile copy can be mounted between 48" at the lowest point to 60" at the highest point (suggest installing all signs at 54" from floor to the center of the sign.) The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall. Double doors (two active leaves): Sign shall be located to the right of right-handed door. Double doors (one active leaf): Sign shall be located on inactive leaf.

Spaces that slotted insert signs are generally used:

- Offices / Administrative spaces
- Conference Rooms
- Meeting Rooms
- Seminar Rooms
- Library / Study Centers
- Copy, Mail & Storage Rooms
- Special Laboratory and Classrooms that have functional names attached

### CONTENT

- White letters on Black acrylic.
- Paper inserts will be white with black text.
- The room numbers shall reflect the official room numbers assigned.



## INTERIOR SIGNS TYPE: Restroom

### FUNCTION

To identify all public, private, unisex, family and HC restroom facilities within campus buildings.

### LOCATION

Tactile restroom signs shall be upper case letters only located at the baseline. The tactile copy can be mounted between 48" at the lowest point to 60" at the highest point (suggest installing all signs at 54" from floor to the center of the sign.) The sign shall be located alongside the door at the latch side. Where there is no wall space at the latch or right side of double doors, signs shall be located on the nearest adjacent wall. Pictogram Fields shall have a field height of 6 inches maximum. Characters and braille shall not be located in the pictogram field. The pictorial shall be centered directly under the tactical restroom sign.

### CONTENT

- White letters on Black acrylic.
- Signs must include the text "MEN", "WOMEN," or "RESTROOM" and appropriate pictorial, accessibility symbol, and room number.
- The room numbers shall reflect the official room numbers assigned.



8 in x 8 in

## INTERIOR SIGNS TYPE: Building Directory: Vista Board

### FUNCTION

Menu boards are recommended for use when directory text changes are anticipated. Menu boards seem to work best where posting of general information is desired. Paper inserts are removable for updating building destinations.

### LOCATION

Vista Directories Boards are located in close proximity to the main and high traffic secondary building entrances. They should be placed in a location that is visible to those entering the building. Floor menu boards should be placed at elevator lobby walls that are visible when entering or exiting the elevator.

### CONTENT

- White letters on Black acrylic.
- Paper inserts will be white with black text.
- The content of the directories should be organized in an alphabetical list. Listing of unit or last name, first name, title optional, and room number

#### LARGE

Vista Building Directories should list each floor with key destinations including room numbers on each level. Examples of key destinations could include department offices, main conference spaces, restrooms, and other areas on the floor.

#### SMALL

Vista Elevator Directories should be limited to only the destinations located on that level; arrows can also be used in addition to the room numbers for difficult to find spaces.



## INTERIOR SIGNS TYPE: Hanging Vista Building Directional Sign

### FUNCTION

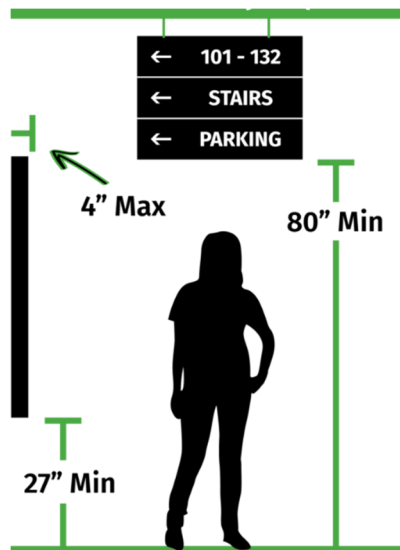
Vista Hanging signs are for use in areas with high traffic.

### LOCATION

Signs are located at key destinations on high traffic areas. The bottom of overhead signage must be 80" above the floor. Projecting wall mounted signs must be a minimum of 27" off the floor and have a maximum protrusion of 4" into a pathway. Signs should not interfere with or block any door function, emergency equipment, or sprinklers.

### CONTENT

List Key destination like service desk, check-in, customer service, or offices.



## INTERIOR SIGNS TYPE: Safety/Fire Signs

### FUNCTION

To identify the nearest public location of fire extinguishers, emergency phones, etc.

### LOCATION

Directly above the fire extinguisher cabinet, emergency phone, etc. (unless freestanding).

### CONTENT

- The color of the letters is to contrast with the background color, e.g., white letters on red background.
- Wording and/or pictorials shall conform to local Fire and Safety Code requirements.



## INTERIOR SIGNS TYPE: Stair Level Sign

### FUNCTION

This sign is used to identify floors and roof access accessible by stairwell.

### LOCATION

Located on the interior strike side of stair door on the common path of travel. Multi-floor buildings are required to have a tactile sign next to each door inside a stairwell to identify the floor level, stair level, and exit level. The sign shall be located 5 feet above the floor landing in a position that is readily visible when the doors are in the open and closed positions.

### CONTENT

- White letters and pictorial on black acrylic with braille. Indicate stair location within building (N, S, E, W, etc.).
- Wording and/or pictorials shall conform to local fire and safety zone requirements.





## **SPECIALTY SIGNAGE**

### **SPECIALTY SIGNS TYPE: Commemorative Plaques**

#### **FUNCTION**

To recognize a person or event of importance to the university. May be used to tell the story of historic persons or events or of those providing a gift to the university.

#### **LOCATION**

Location will vary with the purpose of the plaque and must be approved by the Signage and Wayfinding Committee.

#### **CONTENT**

This type of signage provides the opportunity to tell the story of a person or event of importance more fully to the university or a major donor to the university. Content must be approved by the Signage and Wayfinding Committee and may include the following types of information:

- Full name of donor, event, or honoree
- Information about honoree or event, such as historical context, dates, etc.
- In the case of a donor, information may include reason for donation, history of donor and/or family, relevance of university, location, building or program to donor and family, etc.

## **SPECIALTY SIGNS TYPE: Tree Plaque**

### **FUNCTION**

- To identify commemorative trees, which are planted in memory or honor of a person or event of significance to the university.
- Requests for all commemorative tree plantings must be submitted to the Tree Planting Committee and provide the following information:
  1. Reason for the request (person or event being commemorated)
  2. Desired type of tree (shade, evergreen, ornamental)
  3. Preferred location or area of campus
  4. Text to be displayed on the plaque (see content standards below)

### **LOCATION**

All locations must be approved by the Tree Planting Committee and the Signage and Wayfinding Committee.

### **CONTENT**

- Latin and common Name of Tree
- Description of reason for commemoration (“In Memory of” “Honoring the first ...,” etc.)
- Name of person or event being commemorated
- Dates of event or person’s life
- Content must be approved by the Tree Planting Committee and the Signage and Wayfinding Committee

# **TEMPORARY SIGNS**

## **TEMPORARY SIGNAGE TYPE: Exterior Construction Signs**

### **FUNCTION**

To identify and provide information about campus projects and caution the campus community of any detour or safety concerns.

### **LOCATION**

Mounted on construction barricade or fence. Sign shall be visible to university patrons.

### **CONTENT**

Facilities Planning and Management or Physical Plant will provide content for sign, which may include images of final design, project purpose and metrics (size, scale), schedule and contact information. When providing content, remember this is an opportunity to communicate with others what we do (5 words or less).

### **NUMBER**

Typically, one sign per construction site. If site is visible from more than one major street or walkway, additional signs may be considered.

## **TEMPORARY SIGNAGE TYPE: Interior Construction Signs**

### **FUNCTION**

To identify and provide information about capital and renovation projects and caution the campus community of any closures or safety concerns.

### **LOCATION**

Wall clings should be located on walls, doors, or glass at closures or adjacent to work areas. Sign shall be visible to university patrons.

### **CONTENT**

Facilities Planning and Management or Physical Plant can edit and print signs, on 8.5" x 11" or 11" x 17" paper. Signs include project purpose and metrics (size, scale), schedule, and contact information.

### **NUMBER**

Minimum of one sign per construction site. Additional signs may be required if work within a building causes closings or detours.

## **TEMPORARY SIGNAGE TYPE: Vinyl and Wall Graphics/Wraps**

### **FUNCTION**

Wall graphics are used in areas to enhance the appearance, for branding, promotion or college, department, etc.

### **LOCATION**

- Must be approved by Signage and Wayfinding Committee and University Communications.
- Hallways, large wall spaces within offices or departments.
- Wall graphic must take into consideration any existing receptacles, signage, fire extinguishers, etc. at the location.

### **CONTENT**

- Must be approved by University Communications.

## TEMPORARY SIGNAGE TYPE: Banner-Light Pole Mounted

### FUNCTION

Promoting campus activities, seasons, festivities, history, brand, and events.

### LOCATION

- To be located only on cast iron decorative light poles that are designed to accommodate banner arms.
- Must be approved by Signage and Wayfinding Committee.

### CONTENT

Must be approved by University Communications.

### NUMBER

No more than two banners per light pole.



## TEMPORARY SIGNAGE TYPE: Banner-Wall Mounted

### FUNCTION

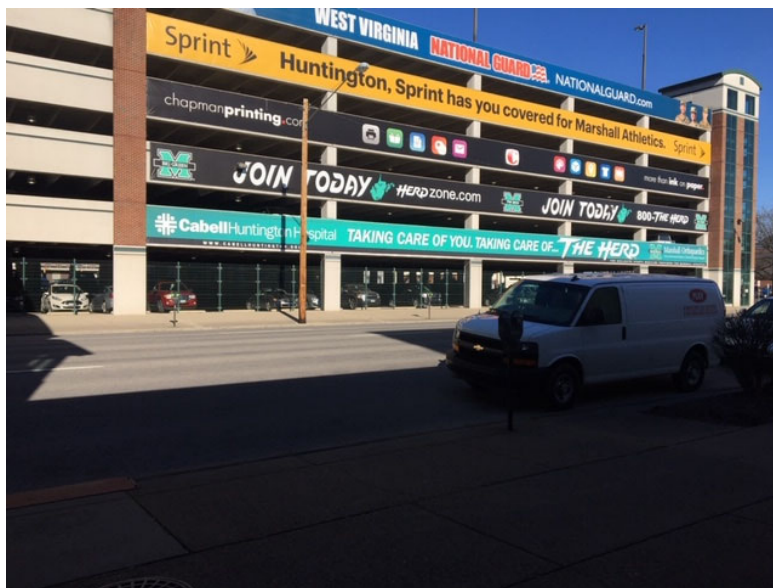
Promoting campus activities, seasons, festivities, history, brand, and events.

### LOCATION

- All locations must be approved by Signage and Wayfinding Committee.
- Banners shall not cover any windows, doors, or architectural elements or details.
- Provide detailed description of how the banner is proposed to be installed, with specifications on anchors, penetrations through building materials, etc. Must be approved by the Signage and Wayfinding Committee.
- Costs of removal, replacement, and all damages to the building structure will be at the expense of the persons/group/organization who initially had the banner installed.

### CONTENT

- Must be approved by University Communications.
- Banners shall be made of high-quality vinyl, and shall be opaque, non-shrinking, water, tear and fade resistant.



## TEMPORARY SIGNAGE TYPE: Temporary Advertisements and Announcements

### FUNCTION

Posting of temporary signs, posters, banners, H-Frames, A-Frames/sandwich boards, flyers, and yard signs on campus is limited to recognized student organizations, Marshall departments, Athletic, faculty & staff members, and any Marshall registered student.

### LOCATION

• **Posting temporary signage is limited ONLY to designed open posting boards or poster rail/clips (inside and outside). Posting is strictly prohibited in or on the following:**

- All doors both interior and exterior (See exceptions 1 and 2 below)
- Bathrooms (See exception 3 below)
- benches
- borders and frames of posting boards or kiosks
- brick
- campus signage
- columns
- concrete
- construction signs
- elevators both interior and exterior
- emergency call phones
- fixtures
- glass
- light poles
- picnic tables
- railings
- seating
- seating walls
- sidewalks
- All staircases/stairways/stairwells
- trash cans
- trees
- utility boxes
- vegetation
- vehicles
- walls (interior & exterior)
- windows
- wood surfaces

• Departmental boards are clearly marked as such and no material is to be posted thereon except at the direction of the chair of the department concerned. These departmental boards will be maintained by the designated department who are responsible for monitoring the contents and maintaining the policies set forth by the Signage and Wayfinding Committee.



- For any posting in Residence Halls, permission must be received from the Director of Housing and Residence Life and the rules and regulations of that hall must be observed.
- Postings should never be hung where they cover up any previously posted current materials.
- No more than one posting for each event shall be placed on each side of a posting board. Wallpapering the board is not permitted.
- Yard signs must be at least 25 feet apart.
- Posting shall be placed no more than two weeks prior to the event.
- Posting must be removed not more than 3 days after the event by the person or persons who put up the posting.
- Exception 1: Information and content located on Department, faculty, and staff doors are at the discretion of their department head/dean.
- Exception 2: Temporary signage outside classrooms is permitted to notify students of modifications or other classroom specific information. This signage must not do permanent damage to the surface.
- Exception 3: Informational signage that promotes student physical and mental wellness and ways of seeking help or support will be permitted in crucial places such as bathrooms.

## CONTENT

- Advertising must be for a campus-wide event, fraternity & sorority event, community event, or any event open to all students.
- Each posting must contain the name of the student organization, department, or individual(s), provide current contact information and the date of the event advertised or a date at which the poster is considered to have fulfilled the function must be included. Postings without this information may be removed.
- Foreign language materials must include the name of the sponsoring organization, department, or individual(s), contact, and content information in English.

## VIOLATIONS

Violations constitute grounds for removal of the material by the University, which reserves the right to charge for the cost of removal and any associated repairs. The minimal charge for any cleaning will be \$50 an hour per each separate location with additional costs being assessed on a case-by-case basis. In addition, student groups and individual students may lose meeting room privileges for a minimum of 4 weeks.

## NOT PERMITTED

- Surface damaging adhesives and surface penetrating fasteners are not permitted (ex. Duct tape, packaging tape, nails, pushpins, glue, etc.)
- Commercial interest informational.
- Third party advertising.
- The messages will not contain language, symbols, or graphics that are obscene or discriminatory in nature.
- Any questionable signage will be removed at the discretion of the Signage and Wayfinding Committee.

## TEMPORARY SIGNAGE TYPE: Temporary Plywood Signage

### FUNCTION

Certain times during each semester student groups and organizations use temporary plywood signage for promoting functions and events. Below are the ONLY occasions and time frames in which this type of sign will be permitted:

#### Fall Semester

When: Month of September

Purpose: Recruitment for student groups and organizations including Greek Rush

When: Homecoming Week

Purpose: Mr. and Ms. Marshall elections

#### Spring Semester

When: Two weeks in February

Purpose: Recruitment for student groups and organizations

When: Two weeks in March

Purpose: Student Government officer elections

Please note these time frames are subject to change if the Academic Calendar is altered.

### LOCATION

- Posting temporary plywood signage is limited to the Student Center Plaza exterior walls (must not obstruct doors, ATMs, or other signage) and the trees surrounding the plaza area.
- Due to the restricted location and size of signage, limited to only one plywood sign per organization, group, person or event.
- Plywood must be removed not more than 3 days after the event by the person or persons who put up the signage.

### CONTENT

- Must be approved by the Office of Student Affairs and Student Center Operating.

### VIOLATIONS

Violations constitute grounds for removal of the material by the University, which reserves the right to charge for the cost of removal and any associated repairs. The minimal charge for any cleaning will be \$50 an hour per each separate location with additional costs being assessed on a case-by-case basis. In addition, student groups and individual students may lose meeting room privileges for a minimum of 4 weeks.

## NOT PERMITTED

- Surface damaging adhesives and surface penetrating fasteners are not permitted (ex. Duct tape, packaging tape, nails, pushpins, glue, etc.)
- The messages will not contain language, symbols, or graphics that are obscene or discriminatory in nature.
- Any questionable signage will be removed at the discretion of the Signage and Wayfinding Committee, the Office of Student Affairs, and Student Center Operating.

## TEMPORARY SIGNAGE TYPE: Chalking

### FUNCTION

Chalking on campus is limited to recognized student organizations, Marshall departments, Athletics, faculty members, staff members, and any Marshall registered student.

### LOCATION

- Chalking is permitted only in open areas that can be directly washed by rain. The chalking must be on a horizontal surface not covered by an overhang.
- Chalking is prohibited on all vertical surfaces, buildings, walls, benches, picnic tables, signs, poles, newsstands, columns, bus stops, mailboxes, light poles, emergency call phones, trees, or vegetation.
- Chalking is not permitted within 10 feet of any building door or entrance.

### CONTENT

- The material used to mark the walk must be water-soluble chalk (sidewalk chalk).

### VIOLATIONS

Violations constitute grounds for removal of the material by the University, which reserves the right to charge for the cost of removal and any associated repairs. The minimal charge for any cleaning will be \$50 an hour per each separate location with additional costs being assessed on a case-by-case basis.

### NOT PERMITTED

- The use of markers, paints, oil-based products, or sprayable chalk is prohibited.
- Sidewalk wraps are not permitted.
- The messages will not contain language, symbols, or graphics that are obscene or discriminatory in nature.
- Any questionable signage will be removed at the discretion of the Signage and Wayfinding Committee.

## **TEMPORARY SIGNAGE TYPE: Handouts-Newspapers, Handbills, Flyers & Printed Materials**

### **FUNCTION**

Distribution of Newspapers, Handbills, Flyers & Printed Materials on campus is limited to recognized student organizations, Marshall departments, Athletics, faculty members, staff members, and any Marshall registered student. Any off-campus group that wishes to distribute handouts on campus must register forty-eight (48) hours in advance with the Student Center Operations in 2W6 Memorial Student Center. Campus Security will be notified of approval.

### **LOCATION**

The university reserves the right to regulate locations on campus where handouts and flyers may be distributed. In general, they may NOT be distributed:

- Outside buildings where normal traffic flow may be impeded.
- Inside buildings and offices, except from reserved tables.
- May not be placed on car windshields, buildings, lamp post and trees.

### **CONTENT**

- Each handout must contain the name of the student organization, department, or individual(s), provide current contact information and the date and location of the event.
- The sponsoring individual or group must be clearly identified.
- Individuals or groups distributing handouts are responsible for their content.

### **VIOLATIONS**

Violations constitute grounds for removal of the material by the University, which reserves the right to charge for the cost of removal and any associated repairs. The minimal charge for any cleaning will be \$50 an hour per each separate location with additional costs being assessed on a case-by-case basis.

### **NOT PERMITTED**

- The messages will not contain language, symbols, or graphics that are obscene or discriminatory in nature.
- Materials may not be put in residence hall mailboxes, nor may they be distributed in the residence halls without approval of Director of Housing and Residence Life.
- Materials may not be distributed through campus mail without approval of the Senior Vice President of Operations and Mail Services.
- Any questionable signage will be removed at the discretion of the Signage and Wayfinding Committee.

# **DIGITAL SIGNAGE**

## **DIGITAL SIGNAGE: Kiosk and Display monitors**

### FUNCTION

To provide welcome, directions, announcements to campus and visitors.

### LOCATION

- Located at key areas
- Building mounted or standalone depending on the location.
- Must be approved by the Signage and Wayfinding Committee.

### CONTENT

- Displays managed by University Communications with support of Signage and Wayfinding Committee.
- May include directories, map, welcome message, custom message, campus wide emergency notices.
- Messaging must be kept current and relevant.