

2.1.8.a. OFTC Signage Procedure

PURPOSE

This procedure provides general guidelines for signage on Oconee Fall Line Technical College (OFTC) campuses. The purpose is to:

- provide clear, concise information for all users, to improve way-finding
- promote public health, safety, and welfare
- promote a unified and attractive sign appearance for all facilities
- minimize maintenance and repairs of the buildings
- as appropriate, recognize the generosity of a donor/sponsor
- eliminate inconsistent, ineffective, and unnecessary signs.

All signage issues not specifically addressed by this or other OFTC procedures are to be referred to the office of the Vice President, Facilities, Planning, and Research (VPF), who makes all interpretations of this procedure. Any appeal of the VPF's decision may be made to the OFTC President.

DEFINITIONS

A. There are four primary types of signage on OFTC property:

- Identification signage for buildings, facilities, venues, and directories
- Way-finding signage
- Regulatory signage for vehicular, bicycle, and pedestrian movement, parking, etc.
- Temporary signage for events, announcements, etc.

B. Primary Administrator - the administrator who has primary responsibility for a facility. In shared facilities, each primary administrator is responsible for her/his program space(s), and decisions on common areas rest with the sharing primary administrators.

PROCEDURE

All OFTC permanent signs for interior and/or exterior installation, are subject to administrative review and approval by the Office of the Vice President of Facilities, Planning, and Research (VPF), or the OFTC senior staff, depending on the type of sign requested and the proposed location of the sign. The VPF will coordinate closely and collaboratively with OFTC senior staff members to provide guidance to sign proposers and ensure conformance with campus signage standards and criteria.

To request review and approval of signage, the proposer must submit a proposal via email to one of the following individuals:

General signage - Vice President of Facilities, Planning, and Research. The VPF has general authority to review and approve campus general signage, such as identification signage, wayfinding, regulatory signage, and temporary signage.

'Philanthropic' Signage - Executive Director of Institutional Development. Requests for naming buildings/parts of buildings, roadways/ walkways, classrooms, laboratories, meeting rooms, etc., and associated signage will be reviewed by the OFTC senior staff, with the final decision made by the president and the State Board of the Technical College System of Georgia, as appropriate.

Temporary Signage – Office of Student Life on the North and South Campuses. Requests for posting temporary signage or flyers must be approved by Office of Student Life. All signage must adhere to the Technical College System of Georgia Solicitation Policy. The Director of Student Life and/or designee will stamp the sign/flyer approved with a removal date indicated on the sign/flyer.

All proposals must include the following information about the proposed signage: purpose, duration (if temporary, include dates of install and removal), size, material, design/artwork, content/text, location, and name of professional consultant/contractor or company producing the sign.

The reviewers will confirm receipt of all inquiries and proposals, and all reviews will be conducted in a timely manner.

SIGN SPECIFIC INFORMATION

A. **ADA Sign Mounting and Location Height** - All permanent signage shall be in accordance with the Americans with Disabilities Act standards. Signage shall be approved in advance by the office of the VPF. The VPF shall consult with the Chief, Security and Facilities, and/or the OFTC Disabilities Coordinator, when necessary.

B. **Sign Content** - The primary content of campus signage shall be consistent with guidelines given in the purpose and definitions sections above.

C. **Sign Design** - Any design or placement issues not specifically covered by this policy shall be addressed to the VPF. Any usage of the OFTC name or logo must comply with the OFTC naming and branding process and must be approved by the OFTC Director of Marketing.

D. **Sign Installation** - All signs, with the exception of temporary ones that are not attached to facilities (such as yard signs), are to be installed and removed by Facilities personnel only, unless the signs are a part of a construction or renovation project; then the contractor shall have responsibility of sign installation in accordance with given project specifications and guidance from the VPF.

Signage locations will be developed and identified by the office of the VPF.

When new signage is installed in locations with existing or duplicate signage, removal of old signage and repair and/or refinishing of building surfaces shall be included in the project. New signage shall comply with specifications provided by the office of the VPF.

E. Temporary Signs/Displays - These signs shall be used only temporarily and are not intended to be used in place of standard signage and must be approved via the Office of Student Life. No surface-damaging adhesives (e.g. glues, construction adhesives, duct tape) or surface-penetrating fasteners are to be used to display temporary displays of any kind. Temporary signs shall not obstruct permanent signs, windows, doors, or ventilation grilles (see Section P of this policy for rules on temporary yard signs)

F. Building Surface Artwork - Proposed artwork must be submitted for approval in accordance with this procedures via the respective department head or dean/director in charge of the facility where the art is to be exhibited. The request will include the location and a description of the proposed surface, the general concept of the work, the proposed schedule, a general description of how the work will be executed, how it will be maintained, how long it will remain in place, and who will be responsible for its removal. The request shall either include or have an attachment that details the owner of the work, and, if not OFTC, the conditions under which the work will be exhibited.

G. Exterior Building Identification - Specifications for exterior identification of buildings shall be provided by the office of the VPF or a supporting architect. After mounting as a part of the original construction, all other exterior identification shall be installed by Facilities personnel, or a specified contractor, as directed by the VPF.

H. Building Entry –

1. It is recommended that a building plan be mounted near each group of public entry doors, and in circulation lobbies. A building plan consists of a simplified building floor plan graphically indicating the major circulation routes, accessible path of travel, toilet locations, building directory location, major spaces, evacuation routes, and severe weather shelter location.

2. Signs noting that OFTC is a 'tobacco free' campus shall be consistent with other general campus signage and shall be approved by the VPF.

3. Signs noting current state laws regarding weapons possession on campus shall be consistent with other general campus signage and shall be approved by the VPF.

I. Building Circulation - Rules for signage for building circulation, including but not limited to exit signs, emergency evacuation maps, and severe weather shelter locations will be available from the Chief, Security and Facilities.

J. Room Identification - Room number signs shall have the following information: room number with braille identification; rooms sign may also have a room description. Classrooms and offices may have a 'changeable' sign that allows the occupant to enter a name or other identification. Rest room signs shall consist of a pictogram, word, and braille identification. 'Seating capacity' signs shall include the message "Capacity" above the given number for the allowed capacity.

K. Bulletin Boards and Display Cases

1. The use of bulletin boards and electronic message systems are controlled by the primary administrator responsible for the particular building. Bulletin boards and electronic message systems are only to be used inside buildings and are for official announcements, student organization, or departmental activities. Bulletin boards are not to be used for personal, commercial, or business purposes and must adhere to the TCSG Solicitation Policy. Use of bulletin boards and electronic message systems shall be consistent with governing regulations and applicable laws.

2. Size, type, and mounting location of bulletin boards and electronic message systems shall be approved by the primary administrator. All bulletin boards and electronic message systems shall be mounted by facilities personnel. Once mounted, bulletin boards or display cases in a building are considered part of the building and may not be removed except by facilities personnel.

L. Easels and Information Boards - Easels, sandwich boards, or any other free-standing signs are allowed, but will not be used to replace permanent signage. They may however be used under the following stipulations: in public circulation areas and in unit office areas as long as they are approved by the authorized department and do not impede pedestrian traffic. They may not obstruct required public circulation, or any permanent signs, mechanical, lighting, or life-safety features. The content must comply with all applicable college procedures.

M. Hazard and Warning Signs - Hazard and warning sign locations are as prescribed by government regulations, including D.O.T. and O.S.H.A. Departmental officials shall consult with the Chief, Security and Facilities, to determine requirements for these signs as they pertain to materials in the area.

N. Evacuation Plans and Severe Weather Shelter Signs – Evacuation plan and severe weather shelter location signs are to be designated and located by the Chief, Security and Facilities. They will be placed by appropriate facilities personnel.

O. Banners - Banners may be displayed on campus to celebrate the achievements of faculty, staff, students, or OFTC departments/programs, or as informational location or direction messages in support of OFTC events or programs. Banners that are permitted on campus are subject to the following guidelines:

1. Location and installation shall be aesthetically pleasing. Attachment to exterior or interior of buildings shall be approved by the VPF. All banners will be installed by Facilities personnel.

2. Units regularly using banners as a means of communication or promotion of events are strongly encouraged to install permanent banner posts, as approved by the VPF.

3. Prior to submission to the VPF for approval, installation of a banner on/in a building or facility must be approved by the Director of Marketing.

4. Banners shall not be attached to light posts, sign posts, trees, other plant materials, or to structures or art pieces not associated with buildings without approval of the VPF.

5. Banners displaying political campaigning are prohibited. Banners displaying vendor or product advertisement for the sale of any goods, services, or commercial solicitation are not allowed unless part of a donation through the OFTC Foundation North or South and with prior approval of the Marketing Director.

P. Temporary Yard Signs - Yard signs may be used as temporary signage. This includes all free-standing products, sandwich boards, easels, etc. Under no circumstances are announcements to be posted on any painted surface, in any classroom, or on any tree or shrub. No poster, handbill, or any other form of announcement may be posted in such a manner as to cause or result in damage. No announcement may be written or painted upon any building, sidewalk, or other natural feature of the campus.

1. The primary purpose of yard signs is to give directions or note the location of events and activities. Advertising the event or activity and advertising sponsors of such event and activity are not the primary purpose of temporary yard signs.

2. Internal OFTC yard signs are approved through the Marketing Department.

3. External signage associated with conference center usage must be approved through the conference center coordinators. Yard signs must be for specific events which have a starting time and ending time. They will be placed no more than one week prior to the event, and must be taken down immediately following the event.

4. Yard signs will be placed so as not to interfere with pedestrian traffic, not present a potential tripping hazard, and not interfere with vehicle traffic.

5. Political, business or commercial advertising via yard signs, fliers, posters or banners is not permitted and must adhere to the TCSG Solicitation Policy.

Q. Handbill and Fliers - Members of the student body, faculty, and/or staff of the college may distribute handbills/fliers on campus that contain college related announcements, statements, or materials and must be approved through the Office of Student Life.

CLOSING

All signage issues not specifically addressed by this or other OFTC procedures are to be referred to the office of the Vice President, Facilities, Planning, and Research.

Adopted: November 21, 2019

Reviewed:

Revised: