



POLICY NAME

Use and Display of Signage on Campus Policy

INITIAL ADOPTION AND EFFECTIVE DATE

TBD

POLICY APPLICABILITY

This policy applies to University of Louisville employees including faculty, staff, and administrators, and students; recognized groups or organizations; visitors; and vendors when they are at facilities or premises owned or controlled by the University of Louisville, University of Louisville Research Foundation, and the University Athletic Association and wish to utilize Signage. University controlled facilities/premises includes facilities or premises owned by the University of Louisville Foundation.

This policy excludes University of Louisville Health facilities or premises, university and affiliated campus housing facilities, and the Student Activities Center. University of Louisville Health, affiliated campus housing facilities/premises, and the Student Activities Center have respective policies regarding the use and display of Signage.

This policy excludes Signage required by federal, state, or local statutes and codes, or other governmental regulatory bodies or official university Signage.

REASON FOR POLICY

The University of Louisville recognizes the need for Permanent Signage, such as building names, wayfinding, street names, emergency Signage, legally required Signage, traffic control, parking, etc. The University of Louisville also recognizes the need for Temporary Signage to celebrate achievements of the university and its students, employees, alumni, colleges, or units or for informational messages in support of university events or programs.

This policy serves to inform the university community of the criteria that must be met to use or display Signage on the university campuses; protect the image and safety of the university and its facilities; and enhance the academic experience while maintaining a marketplace of ideas where the free exchange of ideas is celebrated.



POLICY STATEMENT

The proliferation of Signage can negatively impact the environment, create clutter, detract from the campus landscape, and mar the experience of individuals visiting our campuses. Members of the university community need to be mindful of the university and its surroundings when considering the display or use of any form of Signage and should strive to use sustainable materials and/or electronic media to reduce any negative environmental impacts.

A Vice President, Dean, or Vice Provost must approve of the signage request for their unit/department prior to it being submitted to University Planning Design and Construction (UPDC). UPDC must approve all Signage.

All Signage displayed on locations or other premises or facilities owned or controlled by the university as specified in this policy's applicability section must comply with the [university's branding policy](#) and meet the criteria specified in this policy.

The placement of Signage must not:

- Impede the free movement of foot, bicycle, or vehicular traffic on campus.
- Be placed on any light or utility (electrical or telephone) pole, lines, or facilities.
- Be placed on traffic signs, emergency call boxes, painted surfaces, benches, planters, statues, outdoor artwork, utility boxes, newsstands, advertising dispensers, trees, shrubs, roadways, or outdoor steps, unless approved by UPDC and installed by the Physical Plant department or approved university vendor as designated by UPDC.
- Be placed on sidewalks or walkways.
- Be placed on building roofs, exterior walls of campus buildings or structures, or over campus roads or roadways. Only Signage that meets the policy requirements, is approved by UPDC, and is installed by the Physical Plant department or by an approved vendor as designated by UPDC may be displayed in these areas.
- Be affixed to building walls, windows, doors, floors, columns, beams, elevators, or stairwells by use of screws, anchors, bolts, adhesives, paints, or stains.
- Contain language, symbols, or graphics that are obscene, vulgar, or discriminatory and must align with the university mission.



General parameters pertaining to all forms of Temporary Signage include:

- Temporary Signage may be displayed for up to thirty **(30) calendar days**, unless a longer period is approved by UPDC. A unit representative is required to notify UPDC when approved signage is installed.
- Removal of Temporary Signage is the responsibility of the vice president or department head of the unit/department to work with Physical Plant to remove the posting of the Signage. If not removed after thirty (30) calendar days, or within the approved display period, the unit/department will be responsible for any costs associated with removal.
- In the event of a class being moved to a different room or building, Temporary Signage may be used in a visible location at the room entrance as long as it is not applied to a painted surface.
- Temporary Signage that requires placing a spike, post, or base in the ground (including bow-shaped banners, feather flags, etc.) that **exceeds twelve (12) inches** must be installed by Physical Plant to avoid damage to underground utilities. Physical Plant must also install pole banners.
- The vice president or department head of the unit/department requesting Physical Plant to post Signage will be responsible for any cost to determine buried utilities and the cost for the installation. The proposed locations must be reviewed and approved by UPDC. Temporary Signage may not be placed at the oval entrance (including lawn) in front of Grawemeyer Hall. Placement of signs at athletics facilities will require additional permissions from the Athletics Department.
- Temporary Signage displaying business or commercial advertising are prohibited unless the display of the advertisement is part of a university-approved agreement.

Parameters pertaining to specialized Temporary Signage:

Vinyl Window Graphics

Vinyl window graphics on exterior building windows may be used as a temporary means of conveying identification information, but not in favor of Permanent Signage. Vinyl window graphics approved by UPDC may remain in place until Permanent Signage is fabricated and installed.

- The placement and display area of vinyl window graphics must be reviewed and approved by UPDC prior to placement.



Banners/Building Wraps

- Banners/building wraps may be used only to celebrate university-recognized promotions or achievements of its students, employees, alumni, colleges, or units and must be approved by UPDC.
- Quality and design of banners (large format, printed on material, affixed to the vertical surface of a facility) must comply with the university brand identity and visual standards. The Office of Communications and Marketing (OCM) must approve the banner to ensure consistency with university branding prior to production and installation, with final approval by UPDC.
- Banners and building wraps must be installed by the university's Physical Plant department or by a vendor as designated by UPDC and shall be executed in a fashion so that it does not damage the building or building components, compromise building safety, and/or security requirements. The university department/unit listed on the request form will be responsible for payment of any costs associated with the installation, maintenance, repair for damages, or removal of the banners.
- No more than one (1) banner may be installed on a building at one time, unless more than one (1) banner is needed for a common themed message.
- Banners shall not be attached to light posts, signposts, trees or other plant materials, or to structures or art pieces not associated with buildings or university pedways, unless approved by UPDC.
- Banners shall not obstruct Permanent Signage, windows, doors, or ventilation.
- A banner may not display corporate logos or acknowledgments unless it is part of a university-approved agreement.
- Time of display shall not exceed thirty (30) calendar days from date of installation, unless a longer period is approved by UPDC.
- Building wraps on exterior building surfaces can be used as Temporary Signage.

Flyers

- Flyers are exempt from the pre-approval process.
- Flyers, including posters, handbills, or any other form of announcement, may not be posted in such a manner as to cause physical damage to any facility or natural campus feature.
- Flyers are not permitted on sidewalks, building exteriors, walls, painted surfaces, doors, windows, elevator cabs, fountains, fences, trees and shrubs, planters, poles, Permanent Signage, or any other facility feature.
- Flyers may be permitted on public bulletin boards and display cases designated for this purpose. All public-facing bulletin boards in all UofL facilities will post the purpose of the bulletin board in the lower right corner



(e.g., *This bulletin board is reserved for use of XYZ department for office communication only*), along with the responsible department and telephone number and/or email address. Postings that do not align with or meet the stated purpose may be removed.

- For bulletin boards or display cases designated for public use in a facility, a notice should be posted in the lower right corner designating it for public use and should also contain the name of the responsible department and telephone number and/or email address. It should also contain a notice of regular (weekly/monthly) removal of all postings to allow for access for new postings on a regular basis. All flyers will be removed at the designated time (e.g., each Friday at 3:00 pm or the second Tuesday at 8:00 am). Only one flyer or notice about a particular event is allowed on a bulletin board. Duplicate notices will be removed.
- Surface-penetrating fasteners or surface-damaging adhesives (e.g., glues, construction adhesives, or duct tape) must not be used to display Temporary Signage of any kind. Flyers may be affixed to existing bulletin boards or other display methods designed for such purpose.

Chalking

Chalking is not permitted anywhere on campus.

Yard Signs

Yard signs are not permitted, except for directional Signage to help people locate a university event.

Compliance and Enforcement

Failure to comply with this policy may result in the university removing Temporary Signage from the university campuses and/or loss of future privileges. Individuals, groups, or organizations will be responsible for costs associated with the installation or removal of Signage and/or any damages to university property caused by Signage. Gross or repeat violations of this policy are subject to appropriate sanctions and/or disciplinary action as defined in accordance with applicable university policies. UPDC is responsible for enforcement of this policy.

RELATED INFORMATION

[Branding Policy](#)

[HSC Signage Guidelines](#) (log-in required)



UPDC [Signage Guidelines](#)

[University Housing Policies](#)

[SAC Signage Policy](#)

DEFINITIONS

Signage includes Permanent and Temporary Signage.

Permanent Signage includes, but is not limited to building name, wayfinding, street names, emergency Signage, legally required Signage, traffic control, and parking.

Temporary Signage is defined as postings on the interior and exterior of university buildings and other outdoor areas, including banners, vinyl window graphics, posters, or any other form of sign containing content that is non-permanent in nature.

PROCEDURES

A request form needs to be submitted to University Planning Design and Construction (updc@louisville.edu) for review and approval of Signage.

RESPONSIBILITIES

UPDC is responsible for providing education and interpretation of this policy.

UPDC is responsible for enforcement of this policy.

UPDC is responsible for coordinating the approval of any Signage requests including location, type of installation, and brand compliance.

FORMS/ONLINE PROCESSES

Signage Request Form

RESPONSIBLE AUTHORITY

Executive Vice President for Finance and Administration



RESPONSIBLE UNIVERSITY DEPARTMENT/DIVISION

University Planning Design & Construction
421 W. Cardinal Blvd
Louisville, KY 40208
Phone: 502-852-6171
Email: UPDC@louisville.edu

HISTORY

Revision Date(s):

Reviewed Date(s):

The University Policy and Procedure Library is updated regularly. To ensure a printed copy of this document is current, please access it online at <http://louisville.edu/policies>.

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