Information

Campus Signage Policy

Effective

March 3, 2026

Applicability

This policy applies to University of Louisville employees, including faculty, staff, and administrators; students; university-recognized groups or organizations; visitors; and vendors when they are in facilities or on premises owned or controlled by the University of Louisville, the University of Louisville Research Foundation, or the University Athletic Association. This policy excludes University of Louisville Health facilities or premises and university and affiliated campus housing facilities. University of Louisville Health, and university and affiliated campus housing facilities/premises have their respective policies regarding the use and display of Signage, which are tailored to the nature and operational needs of those facilities. This policy excludes Signage required by federal, state, or local statutes and codes, or other governmental regulatory bodies or official university Signage, as approved by University Planning Design and Construction (UPDC). This policy is not intended to limit personal expression in employee offices and workspaces. Personal expression, items, decorations, or displays in individual employee offices or assigned workspaces is addressed in the Individual Workspaces and Offices section below.

Administrative Authority

Executive Vice President for Finance and Administration

Responsible Unit

University Planning Design & Construction

421 W. Cardinal Blvd

Louisville, KY 40208

502-852-6171

UPDC@louisville.edu

History

Revision Date(s):

Reviewed Date(s):

Categories

Reason for Policy:

This policy serves to inform the university community of the criteria that must be met to use or display Signage on 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.

Statement:

Viewpoint Neutrality

This policy shall be administered in a viewpoint-neutral manner consistent with the university's Viewpoint Neutrality Policy and the Campus Free Speech Protection Act (KRS 164.348). The approval, placement, and removal of Signage shall not be based on the political, social, or ideological viewpoint expressed by the Signage. Enforcement of this policy, including decision regarding removal of Signage, shall be based solely on viewpoint-neutral criteria such as location, size, duration, safety, compliance with state and federal laws, compliance with university policies and compliance with procedural requirements.

General Requirements

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 UPDC. UPDC must approve all Signage using consistent criteria and in accordance with the parameters outlined in this policy.

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.

Placement Restrictions

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 an 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, surface-damaging adhesives,

paints, or stains.
- Contain language or images that violate laws, such as copyright, trademark, false advertising, the incitement of violence, or similar laws.

Temporary Signage - General Parameters

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, except for chalking and yard signs, which may be displayed for up to seven (7) calendar days or until the end of the event. 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. They may work with Physical Plant to remove the posting of the Signage, as needed. If Temporary Signage is 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 entrance to inform students of the new location.

- 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 Signage at athletics facilities will require additional permission 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.

Temporary Signage - Specialized Parameters

Vinyl Window Graphics

- Vinyl window graphics on exterior building windows may be used as a temporary means of conveying identification information, but not in lieu 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 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.
- 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 may 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 department responsible 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) may 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 may be displayed on sidewalks using water-soluble chalk for up to seven (7) calendar days or until the end of the event.

- Chalking is not permitted directly in front of doorways, stairs, or ramps to any building.
- Chalking is not permitted under an overhang of a building, the side of a building, the sides of other vertical surfaces, or under ramps.
- Chalking is not permitted on the sidewalks around the Speed Art Museum and within 50 feet of any of the Residence Halls.
- Chalking using industrial chalk, spray chalk, paint or spray paint is expressly prohibited.
- Chalking that contains language or images that violate laws, such as copyright, trademark, false advertising, inciting violence, or similar laws is expressly prohibited.
- Chalking that does not comply with this policy may be removed at the discretion of an authorized university official(s).

Yard Signs

- Yard signs may be displayed on university campus grounds for up to seven (7) calendar days or until the end of the event. Yard signs shall only be placed and displayed in approved areas, such as mulch beds.
- Yard signs are limited to university-sponsored events, programs, or officially recognized university organizations. Yard signs supporting or opposing political candidates, political parties, or ballot initiatives are not permitted on university grounds, regardless of their source, consistent with the university's prohibitions regarding the use of university property for political campaign activity.
- Yard signs must not interfere with pedestrian traffic, present a potential tripping hazard, or interfere with vehicle/golf cart traffic or grounds maintenance vehicles.
- Yard signs should include the sponsor's name on the bottom portion of the sign.
- Yard signs that contain language or images that violate laws, such as copyright, trademark, false advertising, incitement of violence, or similar laws are prohibited.
- Yard signs that do not comply with this policy may be removed at the discretion of an authorized university official(s).

Individual Workspaces and Offices

Consistent with the university's Viewpoint Neutrality Policy, employees may display personal items expressing political, social, or ideological viewpoints in their individual workspaces. Such displays are considered personal expression and are not subject to the approval requirements of this policy. Employees who share workspace such as desks or cubicles should be considerate of others who use the space when displaying personal items. Personal items may need to be removed when other employees utilize the space and only displayed when the owner utilizes the shared workspace.

Personal items include, but are not limited to, buttons, photographs, artwork, decorations, and similar items that are the personal property of the employee. The display of personal items does not constitute use of university resources for the purposes of the Viewpoint Neutrality Policy.

Personal items may not include content that would violate the university's policies on sexual harassment, discriminatory harassment, or other applicable workplace conduct policies. Any restrictions on personal items under this provision must be based on existing university policy and applied without regard to political, social, or ideological viewpoint.

Employees in roles involving direct student evaluation, student services, or significant public interaction should be mindful that personal displays may be perceived by students or visitors. Nothing in this policy requires removal of personal items based on the viewpoint expressed, but employees are encouraged to consider whether prominent displays might affect perceptions of impartiality in the performance of their official duties.

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.

Enforcement decisions shall be based solely on viewpoint-neutral criteria, including but not limited to location, size, duration, method of installation, safety

considerations, and compliance with the procedural requirements of this policy. Enforcement decisions shall not be based on the political, social, or ideological content or viewpoint of the Signage.

Related Information:

Branding Policy

HSC Signage Guidelines (log-in required)

UPDC Signage Guidelines

University Housing Policies

Use of Campus Grounds 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.

Individual Workspace means an employee's assigned office, cubicle, workstation, or other designated personal work area.

Personal Items means items that are the personal property of the employee and are not provided by or purchased with university funds, including but not limited to buttons, photographs, artwork, posters, flags, and decorations.

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

Use of Campus Grounds Activity/Event Request Form
https://25live.collegenet.com/pro/louisville#!/home/dash