

**Coconino
Community
College**

CAMPUS SIGNAGE STANDARDS

12. 13. 2019 | Version 2.0

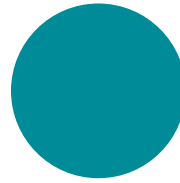
CAMPUS SIGNAGE STANDARDS



Primary CCC Logo



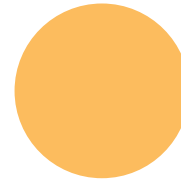
Primary CCC Logo (stacked)



CCC Teal

C100 **R**0
M0 **G**140
Y31 **B**153
K23

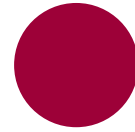
008c99
PMS 321c



CCC Gold

C0 **R**253
M29 **G**188
Y72 **B**95
K0

fdbc5d
PMS 1365c



CCC Red

C0 **R**158
M100 **G**0
Y50 **B**57
K40

Secondary Color

9e0039
PMS 1945

Visual identity is the keystone of CCC communication and marketing efforts. The Campus Signage Standards, produced by CCC Marketing & Community Engagement, defines the objectives and standards with regard to the all graphic media, and branding components. To that end, the CCC Identity Standards set the foundation for the design and implementation of these Signage Guidelines.

Like the Identity Standards, the CCC Signage program should be developed to be flexible but also work in a methodical and hierarchical manner. These recommendations are provided for the campus and its constituencies to establish consistency with the manner in which CCC is identified as a part of way-finding.

In addition, like the Identity Standards, the purpose of the Signage Guidelines is to:

1. Provide clear, concise information for all users, to improve way-finding,
2. Promote public health, safety and welfare,
3. Promote a unified and attractive sign appearance for all facilities,
4. Minimize maintenance and repairs of the buildings,
5. As appropriate, recognize the generosity of a donor/sponsor, and
6. Eliminate inconsistent, ineffective, and unnecessary signs.

Note: colors portrayed are for reference only. Consult a current CCC Identity Standards book for exact color match.

DEFINITIONS

There are four primary types of signage allowed on Campus 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.

PROCEDURES

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 Facilities Director. The Facilities Department shall consult with Human Resources on ADA matters, when necessary. As appropriate, Braille signs should be used when required by ADA.

Sign Content

The primary content of campus signage shall be consistent with guidelines of signage found in this document.

Sign Design

Any design or placement issues not specifically covered by this document shall be addressed to and approved by the Marketing Department and Facilities Departments. ***Content*** for campus signage shall be consistent with style guidelines for signage.

4. External Sign Installation

All signs, with the exception of temporary ones that are not attached to facilities (yard signs), are to be installed and removed by the Facilities Department only. To schedule your installation of signs upon approval, contact Building Maintenance. Your request will be responded to in the order which it was received.

5. Standard Interior Office Sign Locations

A. Rules for standard location of official campus interior signs vary based on existing location. Interior signs shall be developed by request from the Marketing Department and approved by the Campus Signage Committee (See diagram on next page).



B. When new signage is installed in locations with existing non-standard 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 found in this manual.

6. Temporary Signs/Displays

These signs shall be used only temporarily and are not intended to be used in place of standard signage long-term. 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, passages or pathways, exits or ventilation grilles.

7. Building Surface Artwork

A. External Proposed artwork must be approved in advance using a signage request form to be submitted via the intranet by the department where the art is to be exhibited, and you will need the approval of the Director of Facilities, Marketing and Art Department. The request must 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 requester shall either include or have an attachment that details the owner of the work, and, if not the Campus, the conditions under which the work will be exhibited.

B. Internal (Public Spaces) While adhering to other Campus regulations and being consistent with CCC graphic standards, generally, surface art, including bulletin boards, are the responsibility of the Marketing Department.

8. Exterior Building Identification

A. Specifications for exterior identification of buildings shall be provided by the Facilities Department.

B. After mounting as a part of the original construction, all other exterior identification shall be installed by Facilities Department, or contractor specified by Facilities Department, as directed by the Marketing Department. Installation cost would be responsible by the requesting department if needed.

9. Building Entry

A. Building Directories may display the names of people and units, located in the building where the directory is mounted. Directories should be mounted within view of the building's main entry doors. For consistency on the campus, it is recommended that the content of the directories be organized with an alphabetical listing of last names, followed by first, then title if desired, and then corresponding room numbers. The directory cabinet should complement the building architecture or may be an electronic directory as approved by Building Maintenance or Marketing Department.

B. Department Directories are optional and may display information about a specific unit or units that are located in that building and/or any other Campus building. It is recommended that the content of these directories include: the unit name and an alphabetical listing of the principal contacts within the unit; for consistency, it is suggested that the contacts will be organized with last names followed by first, then title if desired, and then corresponding room numbers. The unit cabinet should complement the building architecture or be an electronic directory; both shall be approved by the Vice President and Provost.

C. It is recommended that a Building Plan be mounted near the main entrance of Lone Tree and Fourth Street campus and The Page Instructional Site doors. 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, severe weather shelter location(s).

D. Signs noting that the Campus is a Tobacco Free campus shall be consistent with other general campus signage and shall be approved by the Facilities Department.

E. Signs noting that the campus is, with the exception of possession in an automobile, weapons free (including concealed) shall be consistent with other general campus signage and shall be approved by the Facilities Department

10. Building Circulation

A. Rules for signage for building circulation, including but not limited to exit signs and emergency evacuation maps, will be available from the Facilities and Security Departments.

11. Room Identification

A. Rest room signs shall consist of a pictogram, word and Braille.

B. Room number signs shall have the following information: room number and room description with Braille below each. For classrooms and offices only, changeable signs may be positioned directly above the room number sign for temporary information when space allows.

12. Electronic Message Systems, Bulletin Boards and Display Cases

A. The use of bulletin boards and electronic message systems are controlled by the Marketing Department for each particular building. Bulletin boards and electronic message systems are only to be used inside buildings and are for announcements of Campus units and student organization or departmental activities. Bulletin boards are not to be used for personal, commercial, or business purposes. Use of bulletin boards and electronic message systems shall be consistent with the Graphic Identity System and must be approved by the Marketing Department.

B. Size, type and mounting location of bulletin boards and electronic message systems shall be approved by the Marketing Department. All bulletin boards and electronic message systems shall be mounted by Facilities and Security Departments.

C. Once mounted, bulletin boards or display cases in a building are considered part of the building and may not be removed except by the Facility and Security Departments.

13. Inside Easels and Sandwich Boards

Easels, sandwich boards, or any other free-standing signs are not to replace permanent signage. They may however be used under the following stipulations:

A. In public circulation areas and in unit office areas as long as they are approved by the Marketing Department and do not impede pedestrian traffic. They may not obstruct required public circulation, or any permanent signs, mechanical, lighting or life-safety features.

B. Content must comply with all applicable Campus policies.

14. Hazard and Warning Signs

Hazard and warning sign locations are as prescribed by government regulations including D.O.T. and O.S.H.A. College or departmental officials shall consult with the Facility and Security Departments to determine requirements for these signs as they pertain to materials in the area.

15. Donation Plaques

A. The Campus recognizes the generosity of its financial donors with donation plaques. All donation plaque design and placement will be coordinated through the Marketing Department to ensure a unified appearance that is appropriate to the space displayed.

B. The Facility and Security Department will coordinate with the Department regarding any specific requirements associated with the donation.

C. The purchase of all plaques shall be coordinated through the Foundation Department.

D. Plaques or displays may note the name of individual donors, business or commercial donors, but may not contain corporate logos, or indicate commercial advertising or promotion.

(Include Telescope plaque image and dimensions as example - no logo)

16. Memorial Plaques

Requests to erect *permanent memorial plaques* (PMP) shall be submitted to a committee

composed of the Executive Director of Foundation, the Executive Director of Facilities, the Dean of Student Development, the Executive Director of Marketing, and the Campus Vice President. If approved by that committee, a PMP may be erected only by the Facilities Department. Creating a PMP is a desire sometimes expressed by alumni, parents, faculty and staff wishing to memorialize individuals and/or groups. Examples of PMP's are plaques, trees, benches, groves, arboretums and/or signage within a building. Due to the significant costs involved in maintaining PMP's, donors are encouraged instead to consider creating a named endowed fund which will perpetuate the honoree's name. If a donor wishes to make a gift for a PMP, and if approved by the committee, the donation is expected to absorb the entire cost of a PMP unless already budgeted for within project estimates. These costs include, but are not limited to, the price of the physical PMP, design fees, contingencies, delivery, installation and on-going maintenance. All gifts for PMP's must be received in advance of final design work, manufacturing and installation of the PMP. In the event a pledge made in conjunction with a PMP is not fulfilled by the established deadline, the commemorative will not be erected and all naming opportunities related to the PMP are nullified unless funding from an alternative source is identified. Pledge payments from the unfilled pledge will be used to assist the Campus with the on-going maintenance of existing campus PMP's unless otherwise directed by the donor. PMP's may be mounted within buildings, as long as they do not impede the instructional, performance and research functions within. The purchase of all PMP's shall be coordinated through the Foundation and Purchasing Departments. *No corporate logo may appear on a PMP unless approved by the Executive Director of Foundation.*

17. Banners

Banners may be displayed on campus to celebrate the achievements of CCC faculty, staff, students, alumni, colleges or units, or as informational location or direction messages in support of Campus events or programs. Banners that are permitted on campus are subject to the following guidelines:

- A. Location and installation shall be aesthetically pleasing.
- B. Departments regularly using banners as a means of communication or promotion of events are strongly encouraged to designate a permanent banner location or use existing banner spaces, as approved by the Facility and Security Departments.
- C. Attachment to exterior or interior of buildings shall be approved by the Facility and Security Departments.
- D. Prior to submission to the Marketing Department for approval, installation of a banner on a building or facility must be approved by the Facilities Department.
- E. Banners shall be installed by the Facility and Security Departments. Installation shall be made in a previously approved fashion so that it does not damage the building or building components, or compromise building safety and/or security requirements. Any damage done to the building or building components shall be paid for by the banner sponsor.
- F. Unless common themed message banners, no more than two banners may be installed on a building at one time.
- G. Banners shall not be attached to light posts, sign posts, trees, other plant materials, or to

structures or art pieces not associated with buildings, or Campus pedways unless approved by the Facility and Security Departments.

H. Signs displaying political campaigning are prohibited. (Student government elections, Homecoming king/queen activities, etc. are not political campaigning.)

I. Signs displaying vendor or product advertisement for the sale of any goods or services or commercial solicitation are not allowed unless part of Campus Purchasing contracts and with prior approval of the Marketing Department. A banner may acknowledge sponsorship or support of a corporate sponsor but may not display a corporate logo.

J. Quality and design of banners shall be consistent with Marketing Department graphic standards (*Found here: <https://www.coconino.edu/logos>*) and shall present an image consistent with the Campus's brand in the community. It is highly recommended that design, size, and graphics of a banner be submitted to Marketing prior to the banner being made. Size of banners shall be appropriate for the intended location. Banners shall not contain language, symbols, or graphics that are obscene or discriminatory in nature.

K. Time of display shall not exceed 15 days in any calendar year without additional review and approval by the Marketing Department, unless otherwise preapproved. In no event may a banner be displayed for more than one year, e.g., celebration of a centennial event.

18. Temporary Yard Signs

Yard signs may be used as temporary signage. This includes all free-standing products, sandwich boards, easels, etc. Registered Non-commercial announcements may be posted on behalf of registered student organizations. Under no circumstances are announcements to be posted on any painted surface, in any classroom, or on any tree or shrub. Announcements shall indicate the name of the registered student organization on whose behalf the announcement is posted and the date posted. It shall be the responsibility of the registered student organization to remove all such announcements within three days following the program, event, or election to which the announcements are related. No poster, handbill, or any other form of announcement may be posted in such a manner as to cause damage. No announcement may be written or painted upon any building, sidewalk, or other natural feature of the campus.

A. These same policies and procedures apply to all Campus departments.

B. The primary purpose of temporary yard signs is to give directions or note 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.

C. Use of yard signs and the yard signs shall be approved by the Marketing Department, who will communicate any such approval to appropriate Campus officials/employees.

D. Yard signs must be for finite events (events which have a starting and ending time).

E. Yard signs should be placed on campus no more than one week prior to the event, and must be taken down immediately following the event by the event organizer (evening of the event or first thing the following morning).

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

G. Yard signs should be placed to minimize interference with facilities grounds crews in the conduct of keeping the campus clean and groomed. This requirement must be discussed between the Executive Director of Facilities and the event organizer before the time of the request.

H. Sponsoring organizations shall be mindful that yard signs must not detract from an aesthetically pleasing appearance for the campus, and organizations should be respectful and avoid any appearance of clutter.

I. Failure to observe and follow these policies and procedures will result in sign removal, and possible loss of future privileges. Gross violations or repeated violation may result in appropriate sanctions for employees, students or student organizations.

J. Business or commercial advertising via yard signs, fliers, posters or banners is not permitted on campus. Campuses may be used solely for educational, cultural and charitable purpose or other purpose as determined appropriate by the President or an appropriate administrator designated by the President.

19. Chalking

A registered student organization or a Campus unit may use water soluble sidewalk chalk in approved areas if the organization follows the guidelines listed below.

A. The area approved for sidewalk chalk is the Student Affairs patio and sidewalk area. The “Patio area” is determined and defined by the Director of Student Affairs.

B. Organizations or Campus units must request and be granted permission from the Director of the Student Affairs at least one day prior to chalking.

C. Organizations or Campus departments shall be responsible for removal of the chalking no later than one week after permission has been granted. Chalking messages shall not contain language, symbols, or graphics that are obscene or discriminatory in nature. Spray painting is expressly prohibited; use of spray paint shall result in appropriate individual discipline as well as assessment of damages.

20. Handbill and Fliers

Members of the student body, faculty, and/or staff of the Campus may distribute on behalf of registered student organizations, a college, or a Campus department free-of-charge non-commercial announcements, statements, or materials at any reasonable outdoor/indoor common area on the campus.

21. Grandfather Clause

Existing signs, banners, and other signage covered under this document may remain in place for no more than six months from the date of the adoption of this document unless approved by the Marketing Department.

22. Campus Signage Committee

The Campus Signage Committee is a standing Presidential Committee that oversees campus signage. The committee's charge is to unify all campus signage with an appropriate style and vocabulary for a premier learning and teaching institution. Areas of responsibility include, but are not limited to: Building Identification Signage, Directional Signage, Public Information/Regulatory Signage Requests, Temporary Event Signage, Vendor Signage, Historical Signage and Policy Appeals.

23. Vinyl Lettering & Signs

All vinyl lettering & sign requests must be submitted using the signage request form containing all signature approvals before work moves to production found on the Intranet under [\(add link\)](#). Vinyl lettering must be approved by the Marketing and Facilities Departments and will not contain any graphics that are obscene or discriminatory in nature.

Production timeline will vary depending on project workflow and materials available during the time of request.

24. Vinyl Mounting or Installation

Vinyl lettering & sign requests must be installed using an approved installer. Please request installation from the Marketing or Facilities Departments (charges may apply).