

POLICY 1.50 – Signage and Election Posters

Policy Category:	General
Subject:	Signage and Election Posters
Approving Authority:	President
Responsible Officer:	Vice-President (Operations & Finance)
Responsible Office:	Facilities Management
Related Procedures:	Administrative Procedures for Signage and Election Posters
Related University Policies:	MAPP 1.12 – Advertising and Commercial Activity MAPP 1.35 – Non-Discrimination/Harassment Policy
Effective Date:	June 27, 2019
Supersedes:	January 27, 2011

1.0 GENERAL PURPOSE AND INTENT

The University of Western Ontario is proud of the beauty of its campus. Any formal signage policy must meet the need of a facility of higher education to provide a means of knowledge and information exchange while maintaining aesthetic standards by establishing regulations for exterior and interior signage, whether that signage is temporary or permanent.

This policy will:

- Establish clear and consistent signage practices in order to provide necessary information to members of the campus community and to visitors
- Enhance the appearance of the University's interior and exterior spaces, including its unique landscape and architectural features
- Reduce potential hazards that may result from confusing or incorrect signage or inappropriately placed signage

Additionally, this policy, in conjunction with the Policy on Advertising and Commercial Activity (MAPP 1.12) will address the University's stance on portable signage and chalking on all University property.

2.0 DEFINITIONS

“Sign” or “signage” means any identification, device or illustration which directs attention, in a public place, to any specific purpose including, but not limited to services, events or entities. The categories of signs or signage are:

- (a) “Temporary signs”, including any poster, painting, leaflet, sticker, placard or flag that is designed to advertise, convey information, or provide direction for a limited amount of time.
- (b) “Permanent signs”, including signs that are attached to buildings, as well as freestanding monuments or plaques.
- (c) “Chalking”, which is the practice of using washable marking products to advertise, convey information, or provide direction for a limited amount of time on exposed surfaces belonging to the University.
- (d) “Portable signs” are designed to provide advertising for special events and directional information.

2.1 TERMINOLOGY

- (a) *Directional signs* are erected for public convenience and way finding such as those indicating restrooms, telephones and walkways
- (b) *Government signs* are those signs, notices or emblems, such as traffic signs and designated exits, erected under the authority of the University in order to conform to government regulations and/or health and public safety concerns
- (c) *Political signs* are those erected temporarily which pertain to student elections
- (d) *Sandwich boards* are A-frame sign holders used to temporarily display directional or event information