



## Policy on Campus Signage

**Category:** Marketing and Communications;

**Jurisdiction:** Vice President, Administration and Finance; Vice President, External Relations;

**Approval Authority:** Executive Team;

**Established on:** August 1, 2010;

**Amendments:** None.

---

### Purpose

The purpose of the Policy is to ensure that all newly produced signs adhere to established design standards. The Policy outlines the procedure for requesting the development and installation of new signs as well as the process for reporting signage that should be replaced due to wear and tear.

Campus signs are a major element of the institutional brand and must conform with the University's visual identity protocol. All signs, regardless of application or when they were produced, should be consistent and adhere to standards.

### Policy

1. All newly developed signs must be designed and produced in conjunction with Physical Plant and must conform to standards used at ATAC
2. Signs developed without the knowledge or participation of Physical Plant and which do not conform to standards will not be allowed
3. Physical Plant will arrange for the supply and installation of all new signage
4. The Fire Department expressly prohibits the use of paper signs such as on doorways; this prohibition does not refer to posters or ads placed in allowed locations such as notice billboards

5. Allowed colours and fonts for signage are determined by the ATAC standard as well as by the amount of text required by the specific sign. Please refer to the Visual Identity Program binder or click on (link here) for details.
6. Departments are responsible for the cost of developing and installing their new signs unless the work is part of a funded project, but actual installation will be done by Physical Plant. Physical Plant will arrange for the supply and installation of all new signs.

## Appendix

### Procedure-Ordering New Signs

1. Departments or offices requiring new signs are to send a request to Physical Plant, specifying where the sign(s) is to be located and when, and the message. To submit a Request for Non-Maintenance Expenditure, please click on <http://physplant.lakeheadu.ca/submitRFNME.php>
2. Physical Plant will respond in writing by email or hard copy with an itemized cost and timelines. A meeting will be held if necessary to proceed with the project.
3. The project will proceed only after the requesting party signs off on the cost and timelines

### Procedure-Reporting Damaged and Worn Out Signs

1. The campus community is encouraged to report worn out, damaged, or dislocated signs to Physical Plant via the Work Order Station, or click on <http://physplant.lakeheadu.ca/submitWorkorder.php>
2. When doing their rounds, Security will check for and report to Physical Plant signs that may need to be replaced due to wear and tear, vandalism, or dislocation

### Queries

Queries on signage may be directed to Physical Plant at extension 8273. For questions concerning other aspects of the [Visual Identity Program](#), please refer to the website (Communications/Visual Identity) or check with your department administrator for a copy of the Visual Identity Program binder.

**Review Period:** 7 years;

**Date for Next Review:** 2023-2024;

**Related Policies and Procedures:** To be determined;

**Policy Superseded by this Policy:** None.

The University Secretariat manages the development of policies through an impartial, fair governance process, and in accordance with the Policy Governance Framework. Please contact the University Secretariat for additional information on University policies and procedures and/or if you require this information in another format:

Open: Monday through Friday from 8:30am to 4:30pm;

Location: University Centre, Thunder Bay Campus, Room UC2002;

Phone: 807-346-7929 or Email: [univsec@lakeheadu.ca](mailto:univsec@lakeheadu.ca).