

Institutional Handbook of Operating Procedures
Policy 02.07.01

Section: General Administrative Policies and Services	Responsible Vice President: Executive Vice President of Business and Finance
Subject: Facilities Operations and Management	Responsible Entity: Facilities Development

I. Title

Signage and Wayfinding Approval

II. Policy

This policy is intended to maintain consistent brand identity, legible message and ensure compliance with regulatory code for all UTMB signage, wayfinding and temporary signs.

The standards associated with this policy establish a comprehensive, flexible and uniform [signage and wayfinding](#) system that clearly and uniformly provides readily understood messages for navigation throughout UTMB facilities.

This policy regulates all new permanent and temporary signage used in all interior and exterior spaces of UTMB facilities both leased and owned including but not limited to, (1) interior public corridors, waiting rooms, lobby areas and office suites (2) exterior signage such as directional signs, building identification and, directories. This policy also regulates donor recognition plaques, signs and other recognition graphics.

1. All signs/signage shall comply with UTMB standards
 - a. Exterior Signage Standards
 - b. Interior Signage Standards – Healthcare (Includes all healthcare and clinical spaces)
 - c. Interior Signage Standards – Non-Healthcare (Includes academic, administrative and research facilities)
 - d. Temporary Sign Standards
See reference section below for links to Standards
2. All permanent and temporary signage shall conform to the UTMB Signage Standards, any non-conforming signage shall be removed without prior notice.
3. All signage will comply with all regulatory requirements including Texas Accessibility Standards and NFPA Life Safety Code requirements
4. Use no individual or departmental logos on any signage. Use only UTMB branding. International symbols will be used to indicate stairwells, toilet rooms, etc., according to accepted standards.
5. Signage of a political nature is expressly prohibited.
6. Recognition and donor signs and installations will have approval from the office of Vice President of Development and area Executive Vice President. If located in the public corridor or lobby or on the grounds of the campus, such installations shall be reviewed by the Real Estate and Space Committee

III. Procedures for Requesting Signs and Removal

1. Interior and exterior signage not to related to a construction project: The department representative authorized to procure interior signage shall submit a Work Order Request through the [Maximo](#) process.
2. Interior and exterior signage related to a construction project: The Project Manager has responsibility to provide signage according to the approved project program.
3. Temporary Signs (in public areas):
 - a. Bring copy of temporary sign/banner to the Marketing Communications Office.
 - b. Get written approval for the time and duration of display for the banner or sign.
 - c. Remove the signs within 48 hours of duration end time as approved.

IV. Relevant Federal and State Statutes

[Texas Accessibility Standards 2012](#)

V. Related UTMB Policies and Procedures

[IHOP - 02.07.05 - Temporary Sign Standards](#)

VI. Dates Approved or Amended

<i>Originated: 06/16/1997</i>	
<i>Reviewed with Changes</i>	<i>Reviewed without Changes</i>
07/15/2014	03/17/2017
	10/11/2022

VII. Contact Information

Facilities Operations and Management
(409) 772-3500