

<p><b>Section 2 General Administration</b>  <b>Section 2.7 Buildings and Grounds</b>                   Policy 2.7.5 Temporary Signs Standards</p>	<p>06/15/14 -Originated                      -Reviewed w/ changes                      -Reviewed w/o changes                      07/15/14 -Effective                      BOF -Author</p>
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## Temporary Signs Standards

### Definitions

**Temporary Signs:** Temporary signs provide information about services, activities, events, studies, notices and in certain cases emergency messages. A temporary sign includes billboards, decals, notices, placards, posters, banners and any kind of hand held sign. Posting is the means used to display the temporary sign.

**Public spaces:** Places where general public gathers, meets, dines, relaxes, circulates and wait. Areas include, but are not limited to, entries, lobbies, corridors, waiting areas, dining areas and all exterior spaces.

### Standards

- 1) The standards have been adopted for the purposes listed below:
  - i. **Information promotion:** To provide means for the students, faculty, staff, registered student organizations, departments and university organizations to promote activities, events, services and studies.
  - ii. **Regulation:** To regulate and protect the campus from commercial solicitation and promotional materials by non-university related organizations.
  - iii. **Brand Identity:** To maintain consistent brand identity, legible messages and ensure that the signs do not impede on the physical appearance of the campus.
  
- 2) The following standards apply to all departments, faculty, staff, university students and university organizations.
  - i. **Posting Locations:** Temporary signs shall be posted only on general posting boards. General posting boards are designated and labeled as such on campus. The general posting boards include kiosks, bulletin boards, tack boards and display monitors. General posting boards are located at but not limited to the major hallways and/or entrance lobbies of the following buildings: 001, 006, 007, 014, 019, 024, 055, 056, 057, 064, 090 and 121.
  - ii. **Display Monitor signs:** Marketing and communications shall approve the content, message and duration of signs to be displayed on the display monitors.
  - iii. **Temporary Banners:** Marketing and Communications must approve temporary banners for content, location and duration.
    - a. Proposed banners in a health system facility shall be reviewed and approved the Vice President and Chief Operating Officer of the UTMB Health System.
    - b. The banners shall not impede on existing wayfinding signage, donor plaques or art.
    - c. The department or individual requesting the banner approval shall be responsible for putting it up and taking it down without damage to UTMB property.
  - iv. **Posting period:** Temporary signs shall be posted for no longer than 2 weeks

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- or with special approval from Office of Marketing and Communications. All temporary signs related to an activity or event shall be removed within 48 hours of the completion of the event. Outdated and unapproved signs will be cleared without prior notice.
- v. Bulletin boards or tack boards other than those designated as general posting are maintained and monitored by departments and should not be in public areas. Departmentally managed posting boards should only be located within the area assigned to the department.
  - vi. Unauthorized Temporary signs in any other locations apart from the general posting boards will not be permitted. Signs posted in elevators, restrooms, classrooms, lecture halls, doors, stairwells, interior walls, trees, light posts, floors, sidewalks or parking lots will be removed without prior notice.
  - vii. Temporary signs of a political nature are expressly prohibited on UTMB property.
  - viii. Temporary signs, apart from construction signs and those posted by departments must be approved by Marketing and Communications.
    - a. Temporary signs by departments do not require approval however the signs shall comply with the guidelines and intent of this policy.
    - b. Construction signs shall be approved by Design and Construction.
  - ix. Size: Temporary signs on the general posting boards shall not be larger than 11"x17" in size. Banners shall not be larger than 6'x8'.
  - x. Number of temporary signs is limited to one sign per activity, event, notice, information and message per location.
  - xi. Identification of Temporary Sign: The name of the department or individual posting the sign shall be stated prominently on the sign. A phone number and email id must be provided.
  - xii. Responsibility for damages: The department or individual posting the temporary sign shall be financially responsible for any damage caused to university property by virtue of the sign. This includes but is not limited to damage to wall finishes, ceiling finishes, glass and flooring.

**Procedure**

- A. Bring copy of temporary sign/banner to Marketing and Communication.
- B. Get written approval for the time and duration of display for the banner or sign.

**References**

IHOP 2.7.1 Signage and Wayfinding Approval