

Facilities and Premises Procedure - Corporate Signage

Section 1 - Purpose

(1) This procedure supports the [Facilities and Premises Policy](#), sets out the rules, expectations and responsibilities in relation to Charles Sturt University's facilities and premises, and sets provisions for the creation and management of permanent, semi-permanent and impermanent/temporary signage used for all University facilities and premises.

Scope

(2) Refer to the [Facilities and Premises Policy](#).

Section 2 - Policy

(3) This procedure supports the [Facilities and Premises Policy](#).

Section 3 - Procedures

Corporate signage

(4) The University's corporate signage system is set out in the [Facilities and Premises Guideline - Signage](#) and provides an effective wayfinding system that establishes the University's presence and boundaries and promotes a positive image for the University across all campuses, clinics and centres.

(5) All signage on University facilities and premises must be consistent with this procedure and, as appropriate, the [Facilities and Premises Guideline - Signage](#), Communications and Marketing Policy and procedures [in review], and/or the [Brand Guidelines](#).

Permanent and semi-permanent signage

(6) New permanent and semi-permanent signage, and changes to existing signage, must be approved by the Director, Facilities Management or authorised delegate and be consistent with [Facilities and Premises Guideline - Signage](#) and [Brand Guidelines](#).

(7) Where government funding agreements require signage to mark the contribution that varies from the requirements of the [Facilities and Premises Guideline - Signage](#), the Vice-Chancellor must approve the installation and the Director, Facilities Management may approve the design of the signage.

Impermanent/temporary signage

(8) Impermanent/temporary signage erected in external spaces, in large public spaces and/or for large University events (e.g. graduations, orientation, open days, or wayfinding for events) must be:

- a. approved by (as relevant) the University Secretary, the Executive Director, Customer Experience or the Executive Director, Student Experience, and
- b. installed in consultation with the Campus Facilities Manager regarding placement and method of installation, so that the signage does not impede or obstruct traffic or cause a health and safety risk.

(9) Impermanent/temporary signage erected in controlled areas or internal spaces is the responsibility of the organisational unit/space custodians and must be designed and implemented in line with the [Brand Guidelines](#) and any directions from the Division of Customer Experience.

(10) A range of templates have been developed by Brand and Performance Marketing. Requests for signage in addition to these should be made to the Facilities Management and/or Brand and Performance Marketing, dependent on the type.

(11) The [Facilities and Premises Guideline - Signage](#) provides specifications for appropriate A-frames and inserts. To request for A-frame signage to be placed on campus by the Facilities Management (FM), the appropriate requestor should submit a BEIMS request for each campus where the signage is required.

(12) All temporary signage must be removed after the event in a timely manner, leaving the area in a clean and tidy state.

Third-party signage

(13) As a guiding principle, third party signage should not take precedence over University signage and will be limited to being displayed on precinct or building signage only.

(14) Third party logos may be used on University signage to assist wayfinding where appropriate, in accordance with the [Facilities and Premises Guideline - Signage](#).

(15) A third party may use interior signage consistent with its own corporate visual identity.

(16) Where a single third party occupies a building, signage may be installed on the building in accordance with the below. Where multiple third parties occupy the same building, negotiations will be required to limit the size and positioning of signage.

- a. All signage will be procured by the Facilities Management via a preferred supplier.
- b. The University will provide and incur the cost for the standard BNN-M hardware mount, while the third party will incur the cost of the removable vinyl sign which attaches to this.
- c. The sign shall be no larger than the standard 1820 mm x 620 mm. The size may vary dependent on the building size and location of the sign.
- d. Signs will be displayed only once on an external wall.
- e. Signs will not be mounted on building walls that are deemed unnecessary or unsuitable for signage.
- f. Signs will not be backlit. Requests for other lighting will be assessed by the University and, if approved, will be at the cost of the third party.
- g. The University may co-brand signage where appropriate. Consultation will occur between the third party and the University's Brand and Performance Marketing team and Facilities Management to approve co-branded designs.
- h. If logos or graphics of strategic sub-brands or other entities owned by the University are requested to be added to signage, then the Brand and Performance Marketing team will be consulted to ensure the logo/graphic is approved for use.
- i. Consultation should also occur if the request falls outside of, or is an extension of what is in these guidelines.

Digital signage

(17) Organisational units may request digital signage installations in areas where they are the primary custodian, or in agreement with other custodians. Installations must be:

- a. funded by the organisational unit,
- b. approved by the Division of Information Technology (DIT) and Facilities Management (FM), with regards to the type and location of installation, and
- c. ordered from the University's preferred digital signage partner, with the approval of DIT and FM.

(18) Organisational units are responsible for the content of digital signage, which must be consistent with this procedure, the [Communications and Marketing Policy](#) and the [Brand Guidelines](#).

Construction signage

(19) Construction signage will be installed on all construction sites and projects. The extent of the signage will be determined by the construction value and funding source, in accordance with the [Facilities and Premises Guideline - Signage](#).

(20) All construction signage, including semi-permanent and/or impermanent/temporary signage, must be approved by the Director, Facilities Management.

Plaques, building names and other honorary naming signage

(21) Any plaque or signage, and any wording attached to a plaque or sign, erected to note the honorary or philanthropic naming of a facility or for memorial purposes must be approved in accordance with the [Protocols Policy](#) and [Protocols Procedure - Naming Facilities and Memorials](#).

Traffic, pedestrian, occupational health and safety and other signage

(22) Traffic, road, occupational health and safety and other signage required by law are considered permanent signage and will be approved by the Director, Facilities Management, consistent with the obligations of the University and the [Facilities and Premises Guideline - Signage](#).

Non-University provider facilities

(23) Use of the Charles Sturt University brand by any non-University facilities (e.g. hospitals, veterinarians or other ongoing practicum provider facilities) to promote a relationship with the University or the University's involvement in an activity must be approved by the Chief Operating Officer (or nominee) and in accordance with the [Brand Guidelines](#).

Posting of material in approved locations

(24) Staff and students may post notices, flyers, posters or other temporary signage in designated locations only, subject to any conditions of use displayed in those locations. Posting obscene, offensive or unlawful material (subject to the [Statement on Academic Freedom and Freedom of Speech](#)) may be treated as misconduct.

Removal of signage that does not conform to guidelines

(25) The inappropriate or unauthorised installation, erection or posting of signage is a breach of this procedure and the Marketing and Communications Procedure - Brand Governance.

(26) FM will remove, temporarily or permanently, infringing material or signage where it causes a health and safety risk; is obscene, offensive or unlawful; or otherwise at the request of the:

- a. Vice-Chancellor
- b. Chief Operating Officer or nominee
- c. Director, Facilities Management
- d. University Secretary
- e. Director, Client Services, Division of Library Services

(27) Any disputes regarding the interpretation of the requirements may be referred to the Signage and Wayfinding Governance Committee for resolution. Unless agreed by the committee, any infringing material or signage will be withdrawn or removed until the matter is resolved.

(28) Any costs incurred as a result of infringement, or to reproduce material to correct specifications, will be borne by the area or organisation responsible for the non-compliance.

Section 4 - Guidelines

(29) See the [Facilities and Premises Guideline - Signage](#).

Section 5 - Glossary

(30) In this procedure:

- a. Digital signage – means electronic displays that show content including television programs, menus, information and other messages.
- b. Impermanent/temporary signage – includes some wayfinding signage, event, function and promotional signs, such as student association signs, campaign or initiative posters, free-standing banners, notices, etc.
- c. Permanent signage - includes entrance signs, traffic management and parking lot signs, pedestrian wayfinding signs, building and room signs and numbering, directories, and plaques.
- d. Semi-permanent signage - includes some pedestrian wayfinding signs, directories, and construction signage that may be required for a set time period or are subject to regular change or put in place as an interim measure until permanent signage is available.

Status and Details

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