



## ***University Campus-Wide Exterior and Interior Signage Policy*** **Effective Date: 06/06/24**

The University has developed a comprehensive program for permanent identification, wayfinding and information signage. Its design, including determination and inclusion of text and symbols, is the responsibility of the Office of the University Architect, as is its placement. The aim is to have as few and as consistently designed signs as possible, each with clear graphics, typography, and message. The placement of signs is likewise intended to be consistent across the campus, and ordered to maximize effectiveness. Signs are placed perpendicular or parallel to building pathways and entrances, oriented for visibility. Each type of signage follows specific design guidelines. The Office of the University Architect is responsible for maintaining the inventory of all permanent exterior signage.

In making determinations and approvals about any or all signage, whether permanent or temporary, the Office of the University Architect may consult, in its discretion, other administrative entities of the University, including but not limited to the Vice Provost of University Life, Division of Public Safety, Business Services Division, Office of General Counsel, and/or Development and Alumni Relations.

Policies addressing exterior signage, both permanent and temporary, are addressed below.

### ***Exterior Signage, Permanent***

There are four types of permanent exterior signage at the University of Pennsylvania:

1. **Identification**: Helps visitors and the Penn community find buildings and locations on campus, provides addresses for emergency response personnel, and notes the architect and the construction date of significant works of architecture.
2. **Wayfinding**: Includes maps and guides to key public destinations, and identifies accessible entries into buildings that do not have accessible front doors.
3. **Information**: Includes signage related to specific areas of campus such as wireless enabled zones, and areas where automobiles, parking, bicycles, smoking or other activities may be restricted or prohibited.
4. **Donor recognition**. Policies governing exterior donor recognition of buildings and/or open space can be found [here](#)

All proposed permanent exterior signage must be submitted to and approved by the Office of the University Architect. Prominent installations may require the additional approval of the university's Design Review Committee, the Cultural Resources Subcommittee and/or the Philadelphia Department of Licenses and Inspections.

Requests for signage may be directed to the [Office of the University Architect](#).

The full Exterior Signage Policy, Exterior Donor Recognition Policy, and drawings of Prototypical Identification and Wayfinding Signage are available here.

### ***Exterior Signage, Temporary***

There are several types of temporary exterior signage at the university, examples of which include, but are not limited to:

1. Temporary event signage, including temporary lawn signage
2. Posters and signs
3. Banners
4. University election posters
5. Vendor signage
6. Locust Walk signs
7. Chalking
8. Light Projections

All proposed temporary exterior signage must be submitted for approval as described below.

#### **Temporary Event Signage**

There are 7 Kiosks located throughout the campus that serve for the posting of temporary, unregulated public notices. Signage installed on these kiosks does not require the approval of the Office of the University Architect.

Temporary, regulated and pre-approved signage may be placed in lawns. Sign design and schedule for all lawn based temporary signage must be submitted, approved and permitted by the Office of the University Architect, prior to installation, in accordance with the Temporary Lawn Sign Policy at the link below, and removed by the user at the end of each event. Non-compliant signage will be removed immediately by Facilities and Real Estate Services.

Temporary Lawn Signage policy and procedures are available here.

Requests for temporary lawn signage should be directed to the Office of the University Architect.

#### **Posters and Signs**

Posters and signs attached to buildings, signage, other structures or landscape elements such as fences, trees, etc., are not permitted.

Posters and signs should be removed, at the latest, after two weeks of being posted or within 24 hours of an advertised event's completion.

The University Poster Policy outlines policies for posting notices in outdoor areas, indoor areas, on Locust Walk and in residential areas.

To protect open expression, signs posted in compliance with these guidelines will

not be removed, and it is a violation of these guidelines if an unauthorized individual removes them or posts over them.

School guidelines for posters and banners may supplement University policies.

Non-compliant signage, including posters, banners, and chalking, will be removed immediately.

### Banners

Policies governing the review and approval of proposed banners on buildings, poles, and in open spaces are available [here](#).

### University Election Posters

There are approved locations for University election posters. Please follow the policies and procedures outlined in the [UA election poster policy](#).

### Vendor Signage

Vendor signage is subject to the regulations that govern any and all vendor presence on campus. See: [University policy no: 711](#).

### Locust Walk signs

Approval of temporary Signage along Locust Walk for student organizations and events is required and managed by the Office of Student Affairs; visit their [website](#) for the complete policy and process. If and as appropriate, OSA may coordinate such review with the Office of the University Architect and other administrative entities of the University.

### Chalking

Chalking is permitted only on sidewalks and other uncovered walkways, and only using water-soluble chalk. Non-water soluble, semi-permanent, and permanent substances, including spray-chalk, are not permitted on any University surface, including vertical surfaces. Facilities and Real Estate Services will exercise discretion for removing any markings and determining if compliant with these guidelines. No markings of any kind are permitted on vertical surfaces.

### Light Projections

Light projections may not be displayed on any University building or structure without seeking express written permission from the Vice Provost for University Life or the relevant Dean's Office (for a School or Center specific building).

### ***Interior Signage, Permanent***

Interior signage shall be in compliance with the Americans with Disabilities Act (ADA) of 1990, the 2010 ADA Standards for Accessible Design, which encompasses the 2004 ADAAG including signage, and any and all subsequent updates and revisions as enacted. Schools and Centers may use University approved vendors for the design and production of their specific ADA compliant interior wayfinding and signage needs. See: United States Access Board > [ADA Standards Homepage](#).

New signage and/or major revisions proposed for existing interior signage programs must be reviewed by the Office of the University Architect at the design stage.

Individual Schools and Centers may have interior signage policies that supplement these. The existence and nature of such policies can be determined by consulting with the building manager associated with each building. Building manager contact information can be found here: <https://www.facilities.upenn.edu/contacts/building>