

# Signage Policy



QUEEN'S UNIVERSITY AT KINGSTON

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For information contact:

Campus Planning and Development  
Queen's University

613 545-6827

# Queen's University Signage Policy

## GOALS

Signs are part of a comprehensive program which makes up the corporate identity and campus image of the University. The strategy on signage and orientation in the Campus Plan (Appendix A) outlines how planning principles should be applied. The guidelines governing the administration (Part I) and graphic specifications (Part II) are intended to coordinate corporate identity information and graphic detailing with spatial, architectural, landscape and lighting elements into an effective and attractive environmental communication system which:

- ensures integration of corporate image and compatibility with campus identity;
- facilitates the successful movement of people through the campus by meeting their visual information needs for recognition, orientation and wayfinding;
- enhances the sense of safety, security and accessibility to campus facilities;
- enhances the image of the campus and the sense of place;
- ensures flexibility, durability and cost efficiency for maintenance and updating through a generic and modular concept for the design of the sign structure, graphic detailing and verbal information; and
- facilitates effective and efficient management of the campus signage system.

## OTHER POLICIES AND REGULATIONS

The posting of signs and the posting and distribution of printed matter must also comply with applicable Ontario laws, municipal by-laws and regulations, and other University policies. In addition to those cited in this policy, other applicable policies and regulations include:

- Queen's University Barrier-Free Design Accessibility Guidelines, Section 6, Signage (to be completed late 1995)
- City of Kingston By-Law 10, 'A By-Law Respecting Streets': Section 36, governing the posting of sign board, advertising board, bill, poster, notice, paper, advertisement or document on public property; and Section 37 specifying locations where posters, bills, notices and such documents may be posted.

# Part I – Procedures

## A. EXTERIOR SIGNS (PERMANENT)

### Scope

All permanent signs, new installation or retrofit, placed outdoors anywhere on University property and adjacent public property shall comply with this policy section. Permanent signs are defined broadly to include signs, posters and directories which are in place for more than 4 weeks. Signs which are in place for 4 weeks or less shall conform to the policy governing temporary signs (Part I, Section C).

Graphic design for signs to other non-Queen's University functions are not governed by this policy; however, the location, size, colour, materials and message shall be approved by the University.

### Procedure

- 1 The requesting unit sends proposals (in triplicate) to Campus Planning and Development for review and approval.
- 2 Campus Planning and Development coordinates the review through a signage advisory group and consults others as applicable. The signage advisory group consists of representatives of the following units: Campus Planning and Development, Graphic Design Unit and Physical Plant Services.
- 3 Campus Planning and Development consults Physical Plant Services, the user and others as required to determine appropriate sign type(s) and location(s). This service is provided at no cost to the requesting unit. Costs for graphic design, shop drawings, fabrication, installation and removal of existing redundant or non-conforming signs will be the responsibility of the requesting unit. Maintenance including touch-up and repairs as a result of normal 'wear and tear' will be the responsibility of Physical Plant Services. Major maintenance and replacement will be the responsibility of the owner-unit(s).
- 4 Campus Planning and Development will notify the requesting unit of the decision. A minimum of 15 work days is required for review and response.
- 5 After approval, Campus Planning and Development coordinates design, fabrication and installation of signs. For sign installations of major building projects, Physical Plant Services may coordinate construction documents, tendering and installation. Approval of construction documents by Campus Planning and Development and Graphic Design Unit is required before tendering.
- 6 Non-conforming sign proposals may be forwarded to the Vice-Principal for exemption and approval if the signage advisory group considers the extenuating circumstances merit a variance from policy. The requesting unit will be advised of this action within the 15 day response time. The Vice-Principal will reply directly to the requesting unit within 15 work days and copy Campus Planning and Development.
- 7 Units may apply to the Vice Principal to appeal the decision of the signage advisory group. The decision of the Vice Principal is final.
- 8 Campus Planning and Development is responsible for notifying the appropriate unit(s) within 10 work days after non-conforming signs are identified by or reported to Campus Planning and Development.

- 9 The owner-unit of the non-conforming sign installed after 1 July 1995 will be given 60 calendar days to remove or replace the sign. If the owner-unit fails to comply, the University, at the recommendation of Campus Planning and Development, may exercise the option to remove and replace the sign at the expense of the owner-unit. The University will recover the cost of correction from the owner-unit.

### Design

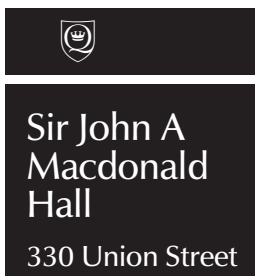
- 1 Proportion width to height 1:1.05, the minimum size to be 18"x 18¼", maximum size to be 48 x 48½".
- 2 Graphic and colours embedded into fibre reinforced plastic, build up to 1" thick. Surface background colour of each sign to be grey-blue (35% cyan, 60% black)
- 3 Typestyle to be Optima Medium (Zapf Humanist), upper and lower case, in reverse white colour.
- 4 The minimum upper case height to be 3", which can be read by pedestrian traffic at 30'.
- 5 The sign layout consists of
  - a the Queen's logo positioned in the upper first quarter field, indented double the margin of the wording below
  - b a Queen's tricolour dividing line (Pantone 286 blue, 123 yellow, 485 red)
  - c the remaining ¾ of the sign contains the main message, with the street address at bottom of sign in smaller type size (1¾" minimum upper case height).
- 6 Raised braille lettering while not mandatory yet, could be used on bottom of sign.
- 7 Building mounted sign to be mounted 63" from top of sign to grade. Post mounted sign to be mounted 30" from bottom of sign to grade.

### Sign Types

#### *Type E-1 – Building Mounted Identification Signs*

- 1 The sign must be visible from 10m (30 ft) distance from the approach route(s).
- 2 Main entrance
  - a Named buildings sign message displays building name with street address in smaller type at bottom of sign.
  - b Un-named buildings sign message displays street address only.
- 3 Secondary entrances
  - a Named buildings sign message displays building name only.
  - b Un-named buildings sign message displays street address only.
- 4 The names of the school, faculty and department will not be displayed.
- 5 Service functions which need to be accessed by the broader community not usually familiar with the University and which are on the approved list (Appendix B) are permitted. Additions to this list shall be on the recommendation of Campus Planning and Development (through the signage advisory group) and the approval of the Vice-Principal . See sample E-2a.

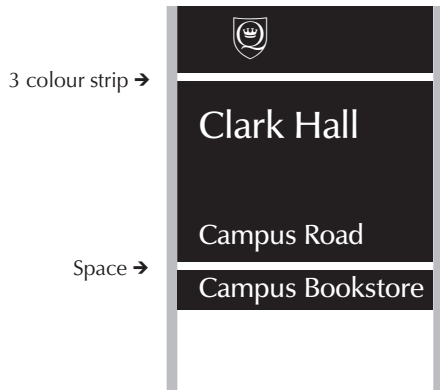
3 colour strip →





**Type E-2 – Free-Standing Identification Signs**

- 1 Type E-2 signs will be permitted only where in the assessment of the advisory group a Type E-1 sign can not be visible from a 10m (30 ft) distance on the approach route.
- 2 The same design criteria apply as for Type E-1, except that the sign will be held by posts on either side, painted matte aluminum. Post to be 4"x4", cap welded level with top of sign.
- 3 All other requirements for Type E-1 sign apply to Type E-2 signs.



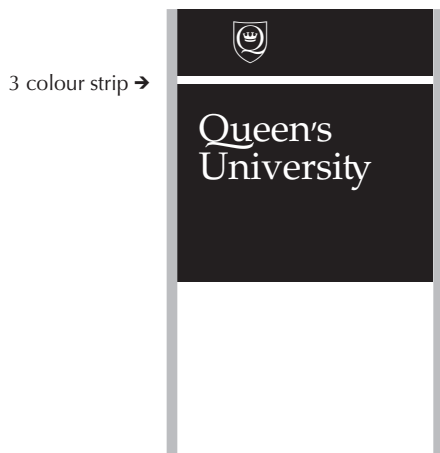
**Type E-2a**

- 1 Free standing signs in some instances may include individual or multiple slat below an E-2 sign, identifying a service from the approved list (Appendix B) separated by 1½" open space.



**Type E-3 – Free-Standing Directional Signs**

- 1 Use modular slat system to display information to direct visitors not familiar with the campus to university services from the approved list (Appendix B).



**Type E-4 – Campus Gateway Signs**

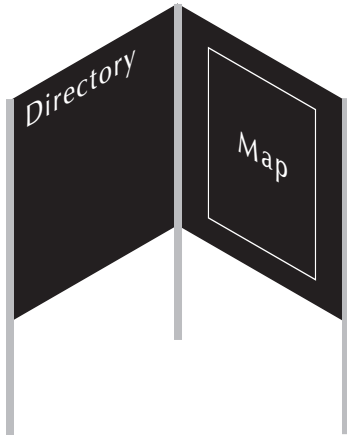
- 1 Display University identification at major and minor campus entrances and certain boundary locations.

***Type E-5 – Street Signs***

- 1 Identify campus interior street names at intersections and at start or end points of streets.

***Type E-6 – Regulatory and Warning Signs***

- 1 Display facility or zone designations (e.g., Lot A, loading zone), direction to and orientation within facilities, traffic control (e.g., fire route), special uses (e.g., parking for service vehicles, disabled stalls), rates and regulations, accessible routes and facilities.
- 2 Where applicable, require adherence to codes administered by other authorities.



***Type E-7 – Campus Orientation Signs***

- 1 Display campus map oriented in the viewer's direction.
- 2 Provide display area for pre-approved notices and posters. (Refer to Part I, Section C, Temporary Signs for procedures.)
- 3 Locate at major decision points and minor circulation nodes.

***Type E-8 – Interpretive Signs***

- 1 Identify historic buildings, sites and gifts where important events occurred or which serve unusual educational purposes (e.g., public art installations, plant identification, donor recognition).
- 2 Design and location will be reviewed on a case-by-case basis.

***Type E-9 – Electronic Signs***

To be completed late 1995.

## **B. INTERIOR SIGNS (PERMANENT)**

### **Scope**

This policy section applies to all signs and directories, new installation or retrofit, placed in interior building spaces for more than 4 weeks. Signs which are in place for 4 weeks or less shall conform to the policy governing temporary signs (Part I, Section C).

Graphic design for signs to other non-Queen's University functions are not governed by this policy; however, the location, size, colours, materials and message shall be approved by the University.

### **Procedure**

- 1 The requesting unit sends proposals (in triplicate) to Campus Planning and Development for review and approval.
- 2 Campus Planning and Development coordinates the review through a signage advisory group and consults others as applicable. The signage advisory group consists of representatives of the following units: Campus Planning and Development, Graphic Design Unit and Physical Plant Services.
- 3 Campus Planning and Development consults Graphic Design, Physical Plant Services, the user and others as required to determine appropriate sign type(s) and locations(s). This service is provided at no cost to the requesting units.
- 4 For new buildings and renovation projects, the interior signage will be considered as part of the base building costs and will include design, fabrication and installation. For tenant fit-up in response to the post-occupancy needs of the users, the costs for specific graphic design, shop drawings, fabrication, installation and removal of existing redundant or non-conforming signs will be the responsibility of the requesting unit. Maintenance including touch-up and repairs as a result of normal 'wear and tear' will be the responsibility of Physical Plant Services. Major maintenance and replacement will be the responsibility of the owner-units(s).
- 5 Campus Planning and Development will notify the requesting unit of the decision. A minimum of 15 work days is required for review and response.
- 6 After approval, Campus Planning and Development coordinates design, fabrication and installation of signs. Graphic Design will provide design and desk-top publishing art work for signs and directories. For sign installations of major building projects, Physical Plant Services may coordinate construction documents, tendering and installation of signs. Approval of construction documents by Campus Planning and Development and Graphic Design is required before tendering.
- 7 Non-conforming sign proposals may be forwarded to the Vice-Principal for exemption and approval if the signage advisory group considers the extenuating circumstances merit a variance from policy. The requesting unit will be advised of this action within the 15 day response time. The Vice-Principal will reply directly to the requesting unit within 15 work days and copy Campus Planning and Development.
- 8 Units may apply to the Vice-Principal to appeal the decision of the signage advisory group. The decision of the Vice-Principal is final.



- 9 Campus Planning and Development is responsible for notifying the appropriate unit within 10 work days after non-conforming signs are identified by or reported to Campus Planning and Development.
- 10 The owner-unit of the new non-conforming sign installed after 1 July 1995 will be given 60 calendar days to remove or replace the sign. If the owner-unit fails to comply, the University, at the recommendation of Campus Planning and Development, may exercise the option to remove and replace the sign. The University will recover the cost of correction from the owner-unit.

### Design

- 1 Typestyle to be Optima Medium (Zapf Humanist), upper and lower case,  $\frac{5}{8}$ " (66pt) minimum upper case height, except for directories, where typesize may be smaller to fit standard sign insert. Use bold Q logo where applicable. Allow for minimum of  $\frac{3}{8}$ " margin on left and right hand side, if possible.
- 2 Background colour of each sign to be grey-blue (35% cyan, 60% black), type and dividing line to be in white colour; dividing line may also be in the Queen's tri-colour Pantone 286 blue, 123 yellow and 485 red; to be printed by colour laser printer on Classic Crest 160M paper.
- 3 Modular sign holder to accept desk-top generated inserts. The message text can be updated and changed quickly without the necessity of purchasing a new sign holder. Modular sign holder to be manufactured from .080 thick non-glare matte plexi, surrounded by  $\frac{3}{8}$ " wide flat finish aluminum colour frame,  $\frac{1}{8}$ " chamfer and mitered corners.
- 4 All signs are to be mounted 55" from bottom of sign to floor. When Type I-1 (room number) and Type I-4 (identification) signs are displayed together, the Type I-1 sign will be installed below, with a 1" clearance between frames. The frames will be right justified to align with the door frame.

### Sign Types



#### ***Type I-1 – Departmental/Room Number/Unit Signs***

8" x 4 $\frac{1}{2}$ " window size, frame 8 $\frac{3}{4}$ " x 5 $\frac{1}{4}$ "

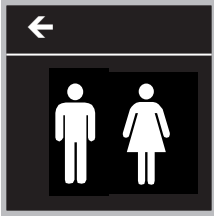
- 1 White laminate plastic tactile (raised) room number,  $\frac{7}{8}$ " high, occupies bottom  $\frac{1}{3}$  portion (1 $\frac{1}{2}$ ") of sign,  $\frac{1}{4}$ " from bottom and left hand side of frame. Remaining 3" field above could contain desktop generated display message and dividing lines, in white, e.g., name of occupant/title/function, etc.



#### ***Type I-2 – Permanent Signs (Building Amenities)***

8" x 8" window size, frame 8 $\frac{3}{4}$ " x 8 $\frac{3}{4}$ "

- 1 Display on separate sign from Type I-1.
- 2 Mount on wall adjacent to latch side of door, or if not feasible on outside face of door.
- 3 Use tactile (raised)/braille for designated permanent rooms and spaces whose functions will not change (washrooms, etc.) and in combination with international graphic symbols whenever these symbols are available (e.g., men, women, telephone, no smoking, etc.)
- 4 Symbols must rest in a field of 6" height (min.) with the tactile (raised)/braille in the remaining 2" below.



**Type I-3 – Directional Signs**

8" x 8" window size, frame 8¾" x 8¾"

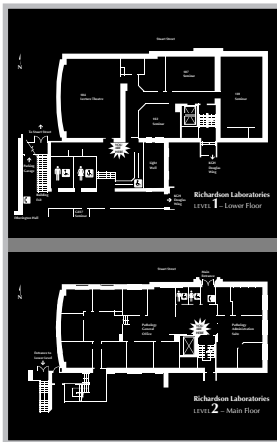
- 1 For public functions (e.g., washrooms, elevators, emergency telephones) which are difficult to find due to floor layout.
- 2 Ceiling suspended signs placed at entrances, exits and nodes (see type I-6).
- 3 Use international symbols where applicable.
- 4 A single line divides the upper first quarter of the sign, running the full width of the sign; in some instances a tricolour line may be used.
- 5 Top and left quarter of sign could contain directional arrow, university symbol or other short information.



**Type I-4 – Identification Signs**

10½" x 10½" window size, frame 11¼" x 11¼"

- 1 Identify space designations or functions, e.g., school, faculty and functions.
- 2 Mounted on wall adjacent to latch side of door.
- 3 A tricolour line divides the upper first quarter of the sign, running the full width of the sign; in some instances a single line may be used or line may be omitted, depending on message.
- 4 Top quarter of sign could contain university symbol.



**Type I-5 – Directories**

10½" x 16½" window size, frame 11¼" x 17¼"

- 1 Display floor plans, occupants, building hours of operation if applicable, accessible facilities, accessible points of entry, routes to nearest street, pedestrian route or parking lot, evacuation procedures and routes.
- 2 Locate at main and secondary entrances.

**Type I-6 – Ceiling Suspended Signs**

Sizes to be determined on an individual basis, but maintaining 7' minimum ground clearance

- 1 Grey-blue (35% cyan, 60% black) background colour to be painted on ½" gator foam, with ⅜" wide matte silver aluminum painted border all around.
- 2 White vinyl lettering.
- 3 Eyehooks fastened to top of sign to be suspended from ceiling by aircraft cable wire.
- 4 Directional or other symbols when necessary to be on lower quarter of sign.
- 5 Individual sign sizes to be determined to fit space and environment.

General Services	
332	Reception
301a	Graphic Design Unit
315	Investments and Insurance
323	Occupational Health and Safety
324	Housekeeping Services
329	Imagesetting Services
336	Waste Management
341	Purchasing and Food Services



## C. TEMPORARY SIGNS

### Scope

Freedom of expression, balanced with a respect for the rights of others and the environment, are central to the life of a university. Queen's policy on the posting and distribution of printed matter aims to facilitate communication among members of the university community in accordance with this basic tenet.

This statement sets limits as to *who* may post and distribute printed matter, *what* may be posted or distributed, and *where* and *how* it is to be posted or distributed.

Departments shall implement this policy in areas under their respective jurisdictions and may, at their discretion, adopt more restrictive policies for those areas. Concerns regarding the implementation of the policy should be directed, in the first instance, to the unit head or his or her designate.

For the purposes of this policy, printed matter shall include, but not be limited to, advertisements, banners, posters, stickers, chalk markings or drawings, brochures and periodical publications (circulars, newsletters, newspapers, tabloids, magazines).

### Procedure

*Who may post or distribute?*

- 1 The posting and distribution of printed matter shall be limited to:
  - current student, faculty and staff members of the Queen's community;
  - recognized university organizations, i.e., university faculties, schools, departments and services, faculty and staff associations and union locals, student organizations recognized by the AMS or GSS;
  - non-profit community organizations announcing events of interest to the university community;
  - external organizations with approved room reservations or sponsored by recognized university organizations.
- 2 The individual or organization responsible for disseminating the information shall be identified on all materials. Anonymous communication shall not be permitted.

*What may be posted or distributed?*

- 3 All materials posted or distributed shall comply with the Queen's University Code of Conduct. Specifically prohibited, therefore, are any materials deemed:
  - to demean or expose to ridicule individuals or groups based on, but not limited to, grounds of sex, sexual orientation, race, ethnicity, national origin, creed or disability;
  - to be obscene;
  - to incite hatred or violence.
- 4 Advertising related to private, commercial activities shall not be permitted unless sanctioned under university policies, contracts, leases, licences or other agreements. The design and location(s) must be approved by Campus Planning and Development.

- 5 Notices which advertise off-campus licensed events shall be permitted subject to the following conditions:
- the event is sponsored by a recognized university organization;
  - the event is held in a licensed room, admission to which is restricted to Queen's students, faculty or staff and their guests;
  - the name of the venue is subordinate to the name of the sponsoring organization and the title of the event; and
  - the poster complies with the regulations of the LLBO.
- 6.1 Materials related to campus elections and referenda shall comply with the electoral rules of the relevant governing body.
- 6.2 The posting and distribution of materials by candidates or their agents in federal, provincial or municipal elections shall not be permitted other than as required by law.
- 7 Individuals or groups wishing to post or distribute materials in a language other than either of Canada's official languages must present an English or French translation of the text to the authorizing office.
- 8 Painted crests may be applied on campus walkways only by year and faculty societies, and shall comply with the University Crest Policy administered by the Campus Activities Commission of the AMS.

*Where may material be posted or distributed?*

- 9 Materials shall be posted only on notice boards, in display cases or in other designated locations. Materials must not be posted on any other surface, including, but not limited to, walls, columns, doors, windows, floors, elevators, building exteriors, sidewalks, emergency telephones, light standards and trees.
- 10 The design and location(s) of notice boards and display cases installed after 1 June 1995 must be approved by Campus Planning and Development.
- 11 Poster kiosks, other than those existing as of 1 June 1995, mobile signs, sandwich boards, informational banners and all other types of temporary outdoor signs shall not be permitted, except as provided in #13 below for special events and awareness campaigns.
- 12 External organizations wishing to distribute material on campus under the auspices of a recognized university organization shall provide display stands for the material. The design and location(s) of the stands must be approved by Campus Planning and Development. The sponsoring university organization shall be responsible for the removal and disposal of all materials remaining after two weeks.

*Special Events and Awareness Campaigns*

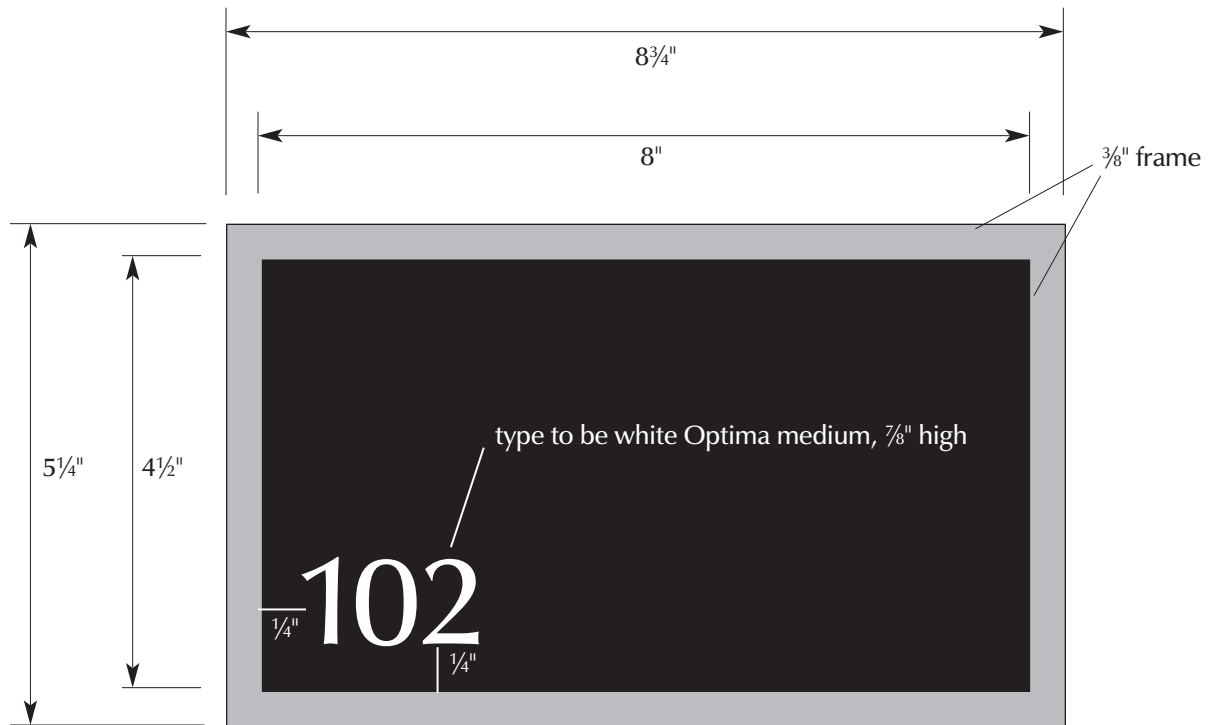
- 13 University-wide special events or awareness campaigns involving the posting or distribution of materials in areas which would not normally be permitted shall be subject to the prior authorization of the Vice-Principal (Operations and Finance) or his or her designate.

### *Authorization*

- 14** Prior authorization to post or distribute materials must be obtained at the relevant departmental office, hereinafter referred to as the “authorizing department,” the name, telephone number and hours of which shall be identified on each notice board or display case or stand.
- 15** The posting and distribution of materials shall also be subject to any guidelines implemented from time to time by the authorizing department regarding, for example, quality and size of paper, number of posters, duration of posting, method of posting and removal.
- 16** Any material posted or distributed in contravention of university or departmental policies shall be removed and discarded by the authorizing department or by university security or custodial services personnel. The individual or organization shown as the sponsor in the temporary sign shall assume responsibility for the violation and shall be responsible for the costs of removal and disposal.
- 17** Individuals or groups who post or distribute material in contravention of this policy may have their posting or distribution privileges suspended by the authorizing department.

## Part II – Specifications

### *Type I-1 – Modular Sign Holder*



Tactile (raised minimum of 0.8 mm) number to be  $\frac{1}{4}$ " from bottom and left hand side of frame on surface of sign, white plastic laminate, Optima Medium,  $\frac{7}{8}$ " high. Modular sign holder to be manufactured from 2 layers of .080 thick matte finish plexi, surrounded by  $\frac{3}{8}$ " wide flat finish aluminum colour frame,  $\frac{1}{8}$ " chamfer and mitered corners, forming a pocket with top opening for paper insert. Frame colour to be embedded on back side of front layer.

Sizes given are outside dimensions (frame size  $8\frac{3}{4}$ " x  $5\frac{1}{4}$ ") and inside dimensions (window size 8 x  $4\frac{1}{2}$ "). Paper inserted to be 160M Classic Crest (to be provided by desktop publisher).

## APPENDIX A

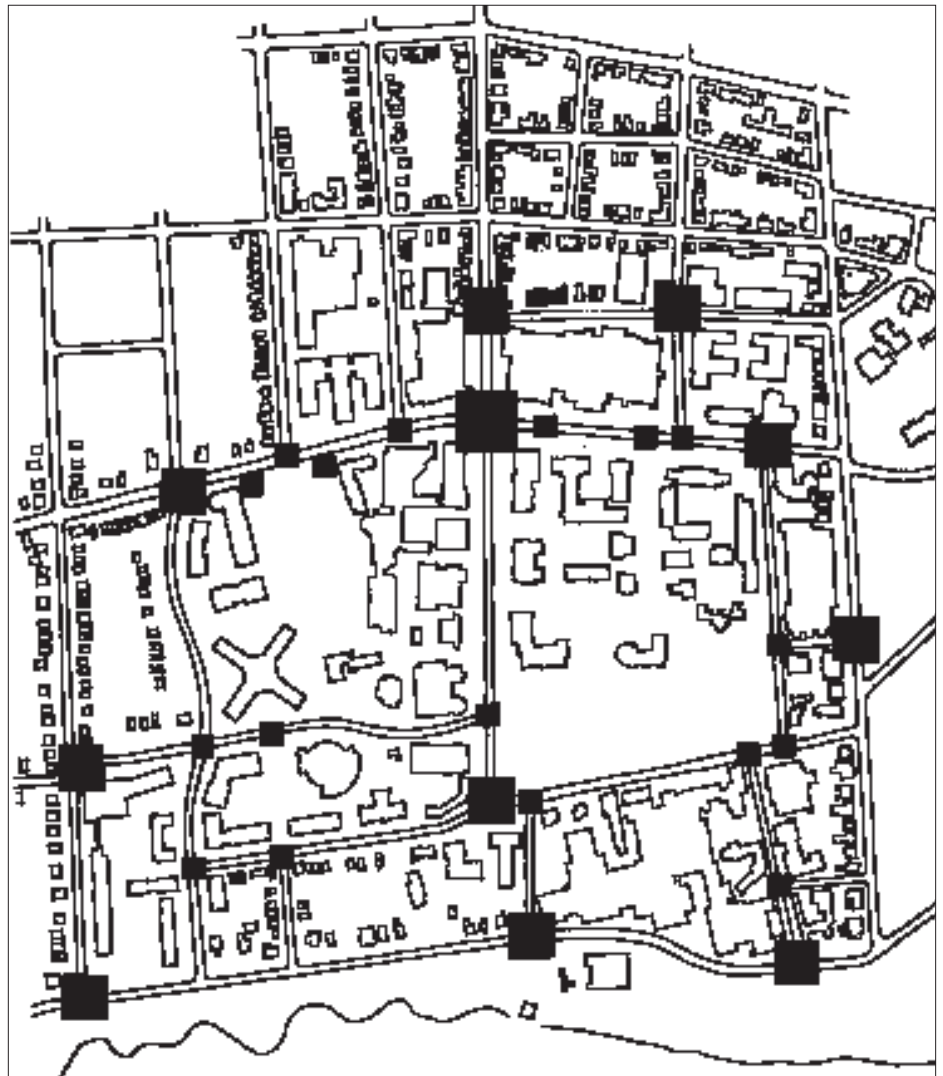
### Excerpt from Queen's University 1994 Campus Plan

#### *Strategy 27*

#### **Signage and Orientation**

*The primary means of enabling a sense of orientation on campus, a clear circulation and spatial framework, will be augmented by a legible and well-designed signage system.*

A coordinated signage system should be developed which is ordered to express the relative importance of components, to reveal the basic structure of the campus, and to provide necessary information where people require it. Campus directories should be located at the main points of arrival, and they should be both prominent and legible. Campus streets, primary walkways and major open spaces should also be identified. The names of buildings, as well as the central functions and activities which occur in them, should be clearly presented and associated with building approaches and entrances. The design of signage and lighting systems should be coordinated to ensure adequate orientation after dark.



*Signage Supporting the Campus Structure*

## **APPENDIX B**

### **Approved list of service functions for identification sign types E1 and E2**

- 1 Campus Book Store
- 2 Career Counselling
- 3 Office of Advancement
- 4 Part-Time Studies
- 5 Registrar
- 6 Security and Parking