

Oklahoma State University Policy and Procedures

SIGNAGE AND GRAPHICS

**3-0911
BUSINESS & FINANCE
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INTRODUCTION AND GENERAL STATEMENT

1.01 One of the objectives of the University is to provide adequate and proper informational signage and graphics on campus to direct persons to their intended destinations and to properly identify buildings, functions, divisions, departments and offices.

1.02 In general, the goal of all signage is to provide direction from outside Stillwater to informational kiosks on campus and to provide information about facilities. Kiosks will provide direction to building and parking locations. Each building will be identified by a sign, and inside each main entrance a directory will provide information concerning departments, functions, and offices within that building.

1.03 A part of the overall objective in graphics is to provide information and signage with consistency as to function, location and style, while developing aesthetically pleasing exterior and interior environments.

POLICY

2.01 The OSU Branch Campuses will be responsible for developing and maintaining their own internal procedures. The Policy and Procedures contained herein pertain to the OSU-Stillwater Campus only.

2.02 All permanent and short-term signage, graphics and dedication markers on campus must comply with the overall graphics plan as adopted by the University and administered by Architectural/Engineering and Utilities Services.

2.03 The central administration of OSU will implement this graphics system campus-wide over a period of time as funding permits. However, all new construction and renovation will include the cost of new signage.

PROCEDURES

3.01 Requests for new or improved interior and exterior information graphics will be made on a campus order to Physical Plant Services. All requests consistent with the graphics plan will be processed and implemented.

3.02 Requests not consistent with the graphics plan will be forwarded to Architectural/Engineering and Utilities Services for evaluation and review by the Campus Graphics Committee.

3.03 The responsibility for making signs, directories or other informational graphics shall rest with Physical Plant Services.

3.04 The responsibility for reporting informational graphics which need replacement, upgrading or changes will rest with the individual campus organizational units.

3.05 When signs or graphics are destroyed or defaced, a call to the Physical Plant Services work order/action desk will initiate replacement pending available funding.

3.06 The University administration has established standards for location, size, shape, color, letter size and spacing, style and verbal consistency in campus signage.

3.07 The OSU Campus Signage and Graphics Guide which defines and illustrate approved use of signs and related graphics on campus. This Guide incorporates the requirements of the Americans With Disabilities Act (ADA) of 1990.

3.08 The Guide is intended to provide assistance to units of the University implementing the official signage policy of Oklahoma State University. The Guide will be reviewed periodically by the Campus Graphics Committee for appropriate revisions.

April 1987

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