

University Policy No: BP3140
Classification: Buildings and Properties
Approving Authority: Vice President Finance and Operations
Effective Date: April, 2015
Supersedes: September, 2013
Last Editorial Change:
Mandated Review: April, 2022

UNIVERSITY SIGNAGE

PURPOSE

- 1.00 The purpose of this policy is to ensure that all University signage internal and external conforms to University signage standards, approved usage and locations, and meets all applicable code and regulatory requirements.

DEFINITIONS

For the purposes of the policy:

- 2.00 **Campus Signage Committee** consists of the Director of Campus Planning, Director of Capital Development, Manager of Interior Planning and Logistics, and member as designated by the Vice President External Relations or delegates.
- 3.00 **Interior signage** includes the following: building directories and sub-directories, departmental and identification signs, fire evacuation and safety signage, wall and ceiling mounted signage, directional room numbers and signs, and accessibility signage.
- 4.00 **Wayfinding and exterior signage** includes the following: campus gateway signage, building and parking lot signage, site maps and directory kiosks, digital message boards, vehicular directional signage, pedestrian street blades, event signs, interpretive information, outdoor waste and recycling station signage, outdoor seating and benches.

SCOPE

- 5.00 This policy applies to all University owned or leased buildings, grounds, structures or other types of property located at the Gordon Head campus and other University properties as identified by the Campus Signage Committee.

POLICY

- 6.00 Campus signage shall conform to University standards in construction methods, materials, lettering and legend, as outlined in the University of Victoria Design Construction Standards and Guidelines.

- 7.00 Interior, Wayfinding and Exterior Signage
 - 7.01 Digital signage shall conform to standards as determined by the Digital Signage Committee.
 - 7.02 All interior and exterior signage including temporary signage must be requested, reviewed, approved and supplied through Facilities Management. The cost will be borne by either the capital construction project or requesting department as applicable.
 - 7.03 All non-assigned space is under the stewardship of the Executive Director, Facilities Management.
 - 7.04 All Interior signage for rooms including public service areas shall include Braille.
 - 7.05 Information on artwork and displays can be found in the Furnishings, Fittings, Finishes and Artwork policy BP3130.
- 8.00 All signage shall conform to University standards. Where the standard does not align with requirements, variation requires approval of Vice President Finance and Operations, based upon written justification as submitted by the appropriate department head. The department requesting non-standard or custom signage is responsible for the cost of the non-standard signage.
- 9.00 Unauthorized and non-standard signage erected on campus will be removed and damage to existing surfaces repaired under the direction of Facilities Management and at the expense of the department or individual responsible for its installation.
- 10.00 Non-standard signs shall be erected only when required by government regulations, laws or codes, required temporarily due to construction activity, or approved by the Vice President Finance and Operations.
- 11.00 Posters, Signs, Banners, etc.
 - 11.01 Posters, signs, banners, notices, displays, etc. shall not be attached to building surfaces other than notice boards or display surfaces specifically provided for this use. Some exceptions for student election campaigns or special events may be provided for in poster signs and banner regulations. See Section 3 in attached [Appendix "A": Banner and Poster Regulations](#).
 - 11.02 Departmental notice boards, or assigned use boards shall be identified, and postings shall be controlled by the Department Head/Chair, or the assignee.

11:03 Material posted on general university notice boards shall bear an "approved-for-posting" stamp authorized by the:

- Admin. Coordinator of UVic Students' Society (UVSS)
- Manager of the UVic Graduate Students' Society (GSS)
- Executive Director, Facilities Management
- Director of Student and Ancillary Services.

Such posted material must conform to limitations of size, numbers, etc., as defined in the attached [Appendix "A"](#).

AUTHORITIES AND OFFICERS

- i) Approving Authority: Vice President Finance and Operations
- ii) Designated Executive Officer: Executive Director Facilities Management
- iii) Procedural Authority: Vice President Finance and Operations
- iv) Procedural Officer: Executive Director Facilities Management

RELEVANT LEGISLATION

[University Act \[RSBC 1996\]](#)

RELATED POLICIES AND DOCUMENTS

University of Victoria Design and Construction Standards Guideline

[Furniture, Fittings, Finishes and Artwork Policy \(BP3130\)](#)

[Buildings and Grounds Usage Policy \(BP3105\)](#)

APPENDIX A: POSTER AND BANNER REGULATIONS

1. POSTERS - General

- 1.1 Posters of interest to the University community may be approved for posting on campus notice boards provided that all applicable regulations are adhered to.
- 1.2 To be eligible for posting, a poster must fall under the definition of one of the following types of notice board:
 - 1.2.1 Departmental Notice Boards - Limited to posters relating to the subject content, events, awards, etc. of interest to a specific university department.
 - 1.2.2 Campus Notice Boards - Limited to posters relating to on-campus events and issues relating specifically to the university community. Sections of each campus notice board may be designated for one or more specific uses, i.e. campus security, committees, UVic Students' Society, UVic Graduate Students' Society, Student Services, Admissions, Extension Services, etc.
 - 1.2.3 Community Events Notice Boards - Limited to posters relating to cultural and community events of specific interest to the university community.
 - 1.2.4 Swap and Shop Boards - Posters offering goods or services for sale, rent, or trade by individual members of the university community. Such posters may only be posted by students, faculty or staff of the University of Victoria. Commercial advertising is not permitted on exchange notice boards.
- 1.3 With the exception of material posted on departmental notice boards, all posters must be approved and stamped with an "approved for posting" stamp and a stamp designating the type of notice board on which they may be posted. Each poster must be individually stamped by one of the following offices:

Admin. Coordinator of UVic Students' Society (UVSS)
Manager of the UVic Graduate Students' Society (GSS)
Executive Director, Facilities Management
Director of Student and Ancillary Services.
- 1.4 Posters will usually be limited to 8.5 inches by 14 inches in size. The only exception to this limitation shall be in the case of pre-produced posters for which limited approval may be granted, no more than one of which may be posted on a notice board in any University building.
- 1.5 Approval for posting shall be limited to a maximum of 100 posters for each event or subject, and no more than one poster for each event or subject may be posted on a single notice board. Oversized posters shall be subject to the regular approval process.
- 1.6 Approval for posting of general campus posters, community events posters and swap and shop posters, shall be granted for a period of no more than two weeks.

- 1.7 The following additional regulations shall also apply:
 - 1.7.1 Posters displayed in student residences are restricted to designated notice boards as identified by the Manager of Student Housing Services.
 - 1.7.2 Posters may not be posted in a manner that covers over approved posters.
 - 1.7.3 Posters may not breach any municipal, provincial or federal law or regulation.
 - 1.7.4 Posters may not be attached in such a manner as to cause damage to notice boards.
- 1.8 Posters not adhering fully to University regulations may be removed and destroyed.
- 1.9 Persons who breach these regulations may have their poster privileges suspended for up to one month.
- 1.10 Persons who breach these regulations after having previously been suspended, or who intentionally breach these regulations, may have their poster privileges permanently revoked.
- 1.11 Enforcement of these regulations shall be the responsibility of either the Administrative Coordinator of the UVic Students' Society; the Manager of the UVic Graduate Students' Society; and the Executive Director, Facilities Management.
- 1.12 Individuals wishing to appeal decisions relating to these regulations may do so in writing to the Director, Student and Ancillary Services, whose decision shall be final.

2. BANNERS

- 2.1 Only banners prepared by campus organizations, and organizations duly constituted and sanctioned by the UVic Students' Society and the UVic Graduate Students' Society which advertise campus events may be permitted. Exceptions to this as determined by those named in Section 1.11.
- 2.2 Banners must be approved as outlined in Section 1.3.
- 2.3 Approval for posting of banners shall be granted for a period of no more than one week.
- 2.4 Banners must be removed by the relevant organization within one day of the expiration of posting approval.
- 2.5 Banners may only be displayed at the following locations (see attached maps):
 - 2.5.1 MacLaurin Building - north wall at breezeway connecting MacLaurin A & D wings
 - 2.5.2 McPherson Building - stone wall to north of main entrance
 - 2.5.3 University Centre - exterior southwest wall of Room A183
 - 2.5.4 Student Union Building - as specified by UVSS internal policies
 - 2.5.5 McKinnon Building - poster support system in the Main Lobby
 - 2.5.6 Graduate Students' Ctr. - as specified by GSS internal policy

- 2.5.7 Human & Social Development - wall to left of east entrance
- 2.5.8 Petch Breezeway - refer to map
- 2.5.9 Commons Block Building - elevated bridges connected to Commons Building.

2.6 With the exception of the points outlined here, all other poster regulations (see Section 1 of this Appendix) shall also apply to banners.

3. POSTERS AND BANNERS FOR STUDENT ELECTIONS

Elections which are under the jurisdiction of the UVSS and the GSS may propose amendments within their electoral policies which are in effect for specific election periods. Such changes must conform to the limitations of the University of Victoria Policy Guide.

- 3.1 These regulations replace those outlined in Sections 1 and 2 of this Appendix for posters and banners for student elections.
- 3.2 Student election posters and banners must be approved by the Chief Electoral Officer or delegate of the UVic Students' Society or the Electoral Officer or delegate of the UVic Graduate Students' Society. In the case of Senate and Board of Governor elections, all advertising materials must receive approval of the Electoral Officer, or delegate, Office of the University Secretary.
- 3.3 Student election posters may be posted in the following locations:
 - 3.3.1 General notice areas of campus notice boards;
 - 3.3.2 On unpainted concrete, concrete block, or stone surfaces where these are protected from the weather, but not on doors or on glass.
- 3.4 Each candidate may post up to 60 posters, up to 8.5 inches by 11 inches in size.
- 3.5 Each candidate may post up to four banners, each not to exceed 15 square feet in total area, to be located in areas outlined in 3.3.2 above.
- 3.6 The number of posters and banners is restricted as stipulated in 3.4 and 3.5. This is "per person" regardless of the number of positions a candidate is running for.
- 3.7 For Senate and Board of Governors elections, student election posters and banners may be displayed only during the period set by the university secretary.
- 3.8 Posters or banners not conforming to these regulations are liable to be removed.
- 3.9 Violations of these regulations should be brought to the attention of the Electoral Officer of the UVSS, GSS or Office of the University Secretary as appropriate.

In the case of violations of regulations involving elections to Senate and the Board of Governors, a ruling made by the University Secretary in conjunction with the Senate Committee on Agenda and Governance shall be considered as final.

- 3.10 Posters for Senate and Board of Governors elections must be removed from the polling station area at the end of the period set by the University Secretary. It is the candidate's responsibility to remove his or her own posters.

4. POSTERS AND BANNERS

- 4.1 Posters and banners shall only be attached to notice boards or display surfaces specifically provided for this use. Specific exceptions for student election campaigns are provided for in Section 3.
- 4.2 All notice boards shall be identified as to their purpose and those designated as departmental notice boards shall be controlled by the department head/chair, or the assignee.
- 4.3 Material posted on notice boards other than departmental notice boards shall:
- 4.3.1 Conform to the limitations defined in Section 1.
- 4.3.2 Bear an "approved for posting" stamp as described in Section 1, Paragraph 1.3.

5. NON-TRADITIONAL SIGNAGE

All signage is restricted to those surfaces and locations which have been identified by this policy. Exceptions to this policy may be determined by a committee consisting of the following:

- Director, Student & Ancillary Services
- Director, Facilities Management
- Representative of the UVSS
- Representative of the GSS
- Director, Public Relations and Information Services

Requests for exceptions must be made in writing to the Director, Student & Ancillary Services.

6. HANDBILLS

Handbills may not be distributed throughout the campus unless they are specifically handed to individuals or delivered through the University mail system. Requests for distribution of handbills for events other than student elections must be made to the Office of the Director of Student and Ancillary Services. In the case of student elections, requests must be approved by the appropriate electoral officer (See Section 3.2).