SECTION I
INTRODUCTION
The purpose of the USU Signage Standards are to create one unified reference for all signage implemented on Utah State University's Logan and regional campuses. This manual will provide information on what is acceptable for all interior and exterior sign designs as well as provide ordering procedures for new signs.

The Signage Plan is divided into eight sections, including an appendix with detail drawings for reference:

Section I, the Introduction: proposes the purpose and need of this manual.

Section II, Graphic Standards: gives design standards and requirements for USU signs.

Section III, Wayfinding Plan: a guide to the different levels of wayfinding signage both on and off campus that direct vehicular and pedestrians to the University.

Section IV, Exterior Signs: outlines requirements for building identification.

Section V, Interior Signs outlines requirements for interior sign usage.

Section VI, Specialty Signs: outline the role of specialty signs and the approval process required for non-standard signs.

Section VII, Temporary Signs: information about what types of temporary signs are allowed and the application and approval process required.

The Appendix includes details, references, and forms.
SECTION II
GRAPHIC STANDARDS

Utah State University
FACILITIES PLANNING, DESIGN & CONSTRUCTION
Signage Standards

The Utah State University logo refers to the university’s name and is designed in a distinct and individual style that reflects the institution’s brand identity: high-quality education. The Utah State University logo and the relationship of its elements are unique. Using standard fonts will not accurately reproduce the typography. Please use electronic files or print-ready artwork supplied by the Office of Public Relations & Marketing when reproducing the logo. The USU logo is required on all standard exterior signs.

As illustrated, the university logo may only be rendered in the following five formats. Used consistently, it will promote immediate identification by the public, reflecting the spirit and philosophy of Utah State University. For further information on the use of the USU logo, please contact the Office of Public Relations & Marketing or refer to the Visual Identity Program at http://www.usu.edu/prm/identity/.

Signage Standards

Colleges, schools, Extension, Regional Campuses & Distance Education, divisions, departments, units, offices, and all other entities are permitted to pair their names with the university logo but cannot use other logos in conjunction with this pairing. Names may be placed beneath the Utah State University logo at a minimum distance of the space between the baseline of “University” to the bottom of the crossbar on the “e.” The distance is measured from the tail of the “y.” Only the approved Univers font is permitted as illustrated. Refer to examples below for approved logo pairing.

For assistance in combining your name with the university logo, please view the Visual Identity Program at: http://www.usu.edu/prm/identity/PDF/USU_Visual_Identity.pdf
Color is an integral part of the Utah State University identity. To maintain recognition of the identity, use the color palette specified below, recognizing the dominant color is Aggie Blue. Accent colors are acceptable but cannot dominate a page. Due to limitations of digital printing process technology, consistent and accurate color reproduction shown in this manual cannot be assured. For accurate color representations, please refer to the Pantone Matching System (PMS). Visit USU Publication, Design & Production or your local print supplier for a PMS book or Pantone color matching chips. You can also order Pantone materials at 1-888-726-8663 or www.pantone.com.

**Color Matching**

Use these equivalent formulas for matching the Utah State University colors in the following systems:

- **Dominant Color**
  - Aggie Blue
  - Official University Color
  - Pantone: 539 C
  - CMYK: 100c + 55m + 0y + 55k
  - RGB: 0r + 51g + 89b
  - Hexidecimal: 003366

- **Black**
  - Pantone: Black
  - CMYK: 0c + 0m + 0y + 100k
  - RGB: 0r + 0g + 0b
  - Hexidecimal: 000000

- **Copper**
  - Pantone: 8021C
  - CMYK: 0c + 20m + 30y + 25k
  - RGB: 172r + 141g + 115b
  - Hexidecimal: ac8d73

- **Silver**
  - Pantone: 877 C
  - Note: Pantone 877 C is a metallic spot color and should only be used when being printed as such. If the silver is being reproduced on a CMYK process printer, Pantone 7543 C should be used for the silver in place of Pantone 877 C.
  - CMYK: 23c + 11m + 8y + 21k
  - RGB: 164r + 174g + 181b
  - Hexidecimal: a4aeb5

- **Silver (Process)**
  - Pantone: 7543 C
  - CMYK: 23c + 11m + 8y + 21k
  - RGB: 164r + 174g + 181b
  - Hexidecimal: a4aeb5

PAIRING COLOR WITH LOGO

Accepted Color Use of Logo

Blue Logo
This is the preferred logo, reproduced in PMS 539 C

Black Logo
When only black ink is available, the logo should be reproduced in 100% black

Accepted Background Colors with Logo for Publications

- White on Blue
- White on Black
- Blue on Copper
- Black on Silver
- Blue on Silver

Contrast Values:
Do not print the blue or black logo on a background darker than 30%. It will be difficult to read. Instead, use the blue or black logo on light backgrounds, and the white on dark backgrounds.
The current U State logo was developed by Nike through Utah State Athletics. Today its widespread use, both on and off the field, readily identifies this mark together with athletics and “Utah State” university. It is therefore permissible to use this secondary mark when referring to “Utah State” in informal situations. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. It cannot be altered in any way or supplant the university’s primary logo.

U State as a logo requires an area of isolation equal to the counter-space of the “U” as illustrated above. The same area of isolation applies to U State paired with Utah State or any other name.

The Block A logo, Utah State’s most enduring letter, provides an additional secondary option for referring to Utah State University, particularly in connection with the “Aggies” moniker. Use of this mark must be done in conjunction with the university’s primary logo, not paired with the primary logo. It cannot be altered in any way or supplant the university’s primary logo.

The “A” as a secondary logo requires an area of isolation equal to the height of the serif as illustrated.
**Athletic Logos - The Bull**

The bull mark is the mascot mark for Utah State Athletics and requires a Utah State or Aggies reference when used. The Bull mark continues to be reserved for athletic use only. It should not be used in connection with an academic department, unit, division, or program. It should not be used on any marketing or promotional materials for Utah State University outside of the Athletics Department. In the same way that the university logo cannot be manipulated, athletic symbols should not be subject to changes, however subtle they may be. For all identity guidelines surrounding the athletics marks please review the athletics visual identity which can be found under Logo Guidelines atusu.edu/licensing. Permissions must be granted by trademark licensing to use the “athletics” marks in any circumstance.
To create a more uniform look and feel for university publications, you are encouraged to use one of the following five fonts for day-to-day business publications: Univers, Helvetica, Arial, Garamond, or Times. There are no restrictions, however, on use of any typefaces in university publications.

Selecting appropriate typefaces for publications is essential, depending on the purpose of the publication and the audience it targets. When producing communications materials, various weights of fonts should be used for headlines, body copy, captions, etc. The examples shown below are a small selection of the many variations available in Univers.

Key in the use of fonts is consistency and limiting their uses. For example, it is not recommended that all five fonts be used at once. You are encouraged to limit your selection to two, contrasting fonts in combination, such as Helvetica with Garamond or Arial with Times. By choosing certain fonts and staying with them, you help to create a “family look” for your publications.

<table>
<thead>
<tr>
<th>Font Style</th>
<th>Sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>Univers 55 Roman</td>
<td><img src="#" alt="Sample" /></td>
</tr>
<tr>
<td>Univers 55 Oblique</td>
<td><img src="#" alt="Sample" /></td>
</tr>
<tr>
<td>Univers Black Extended</td>
<td><img src="#" alt="Sample" /></td>
</tr>
<tr>
<td>Univers Condensed</td>
<td><img src="#" alt="Sample" /></td>
</tr>
<tr>
<td>Univers Extra Black</td>
<td><img src="#" alt="Sample" /></td>
</tr>
</tbody>
</table>

Icons are used to direct traffic through visual means. These general icons are useful as they are universal and provide clear direction in any location.

General icons provide generic information and include such things as parking, information, bus stop, and directional arrows. In the Signage Master Plan, these general icons are used to provide information on vehicular and pedestrian kiosks, as well as on interior signs to identify locations inside.

Below are samples of symbols that are universal. Universal symbols will be accepted for use on all signage.
SECTION III
WAYFINDING PLAN
Wayfinding on the USU campus involves multiple levels, modes, and agencies. It is a system of environmental cues that allows people to quickly find the university and negotiate specific destinations on the campus. It begins on a large scale, at a great distance to bring people to the city and university, and ends at the smallest scale, identifying individual buildings and negotiating their interiors. Wayfinding components include the design of streets and paths, orientation of buildings and open space, gateways and nodes of activity, and directional signage. Successful wayfinding links the predominant vehicular, pedestrian, and bicycle paths, allowing people to make quick and confident choices as they approach their destination. It requires consistency of image, clarity of information, and connected components. It requires working with multiple agencies, such as Utah Department of Transportation (UDOT) and the City of Logan.

The contents of this plan address the multiple levels of signage, in relationship to the developed environment. Other documents, such as the USU Master Plan and the Visual Identity Guide, will address other important elements relating to the image and character of the university. All of these documents compliment and support each other in guiding future decisions to enhance the campus.

The main components of the Wayfinding Plan are:
- Vehicular wayfinding signs
  - UDOT
  - Logan City
  - USU
- Pedestrian wayfinding signs
- Pedestrian maps
- Building signs and lettering
- Interior directory, directional, and room signage

Individual standardized components of the wayfinding plan designed and implemented by USU are detailed within Section III, IV, and V of this document.
SIGN LOCATION MAP

Wayfinding Signs (11)
Pedestrian Kiosks (3)
Maps (6)
Proposed New Vehicular Wayfinding Sign (8)
On the Logan campus, the vehicular wayfinding signs are located at the perimeter of campus, along major roads, giving directional information at major intersections.

The posts are square steel galvanized tubing, powder coated umbra grey metallic.

Signs are anodized aluminum 3m diamond grade, 4090 white vinyl and 7-year opaque, die cut vinyl to match pantone 520C.

Perimeter Campus Wayfinding Sign

**Sign# South 1H**

- 1.5"x1.5" square steel tubing galvanized galvanized and powder coated umbra grey metallic
- 35"h x 60"w top sign
- 12"h x 60"w sign
- 16"h x 60"w sign
- 12"h x 60"w sign
- 12"h x 60"w sign

**Utah State University**

- Main Campus
- Aggie Ice Cream
- Housing
- Athletic Events

Sign Specs:

1/8" thick anodized aluminum with 3M Diamond Grade 4090 White Vinyl and 7-year opaque, die cut vinyl to match Pantone 520C

1/4" pop rivits to secure signs to structure

4"x4" square steel tubing galvanized and powder coated umbra grey metallic

Scale: 1" = 1'
The exterior campus wayfinding is designed to provide detailed destination information to pedestrian and slower vehicular traffic in the core of campus. The posts are extruded aluminum and the sign fronts are both anodized aluminum and painted (Pantone 520C). Vinyl lettering is done by the university using the approved fonts, logos, and symbols.

For a more detailed description of approved materials and dimensions, and for construction drawings, refer to Appendices C, D, and E.

**Dimensions**
- 8’-6” x 4’0”
- 3” - 4” font size
- 1’-6” concrete base
The pedestrian kiosks are found along major pedestrian paths across the central campus, containing a large campus map and directional information at a pedestrian scale.

They are approximately 7'-0" x 3'-0" with an 18" high concrete base. The posts are extruded aluminum and the sign fronts are both anodized aluminum and painted (Pantone 520C). Vinyl lettering is done by the university using the approved fonts, logos, and symbols.

Dimensions

7'-0" x 3'-2"
2" - 3" font size
1'-6" concrete base
Wayfinding signage planning, design, content and placement is initiated by Facilities Planning, in an ongoing effort to improve wayfinding on campus. Requests for placing new wayfinding signs are to be submitted using the Facilities Modification Request Form (Greensheet). New sign locations and content is subject to Sign Committee Review.
SECTION IV
EXTERIOR
SIGNAGE
The exterior signage covered in this section includes all standardized building signage, building lettering, and miscellaneous other types of exterior signs. The goal is to have a unified, cohesive, and consistent system of navigating through the campus through the use of similar colors, logos, and fonts that strengthen the USU campus identity.

Signage for all buildings are required to utilize standardized signage. Where old signs exist, customers are encouraged to retrofit to the campus standard when budgets allow. Signage requests must be submitted as stipulated at the end of the section.
University buildings are identified by one or more signs that are approximately 4'-0" high with a sign face of 2'-0" by 4'-0". The signs are located perpendicular to traffic. They are made of aluminum and the face is Aggie Blue with white letters. The location and design shall be coordinated with Facilities.

The only logo permitted on building identification signs is the official USU logo. In some cases, such as on regional campuses, the logo may be a paired logo.

**Dimensions**

- 2'- 0” x 4'- 0” sign
- 3” - 4” font size
Every major building is identified through metal lettering fixed on the exterior of the building. All buildings are required to have the correct type of lettering using the guidelines set forth. The material must be either extruded or cast aluminum with a natural or dark bronze finish, depending on the exterior color of the building. Plastic letters are not acceptable. For all other guidelines, refer to the list below.

Factors that affect letter size are:

**FONT SELECTION**
**COLOR CONTRAST**
**DISTANCE TO BE SEEN**
**HEIGHT ON BUILDING**

Most of the current campus signage fits within these guidelines with a few exceptions:

**Font** Helvetica
**Color** Aluminum or Bronze

### Outside Letter Heights

<table>
<thead>
<tr>
<th>Height</th>
<th>Letter Size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Level 1 (13’)</td>
<td>6” - 9”</td>
</tr>
<tr>
<td>Level 2 (26’)</td>
<td>9” - 12”</td>
</tr>
<tr>
<td>Level 3 (39’)</td>
<td>12” - 15”</td>
</tr>
</tbody>
</table>

### Letter Visibility Chart

<table>
<thead>
<tr>
<th>Viewing Distance</th>
<th>Letter Height</th>
</tr>
</thead>
<tbody>
<tr>
<td>100’</td>
<td>4”</td>
</tr>
<tr>
<td>250’</td>
<td>10”</td>
</tr>
<tr>
<td>360’ (city block)</td>
<td>16”</td>
</tr>
<tr>
<td>500’</td>
<td>22”</td>
</tr>
</tbody>
</table>

Building Lettering Example
Building door graphics can be applied to building entrances as well as on interior glass doors to identify either the building or department name. Gloss white vinyl lettering is to be used. Font selection and text size should follow outlines given on previous page.
The signs were designed to represent the historic Quad district of campus only.

There are two panels on each sign:

The top contains the building name and date of construction and the bottom gives departmental information.
Exterior signs must be based on the standards set forth in Section IV.

To order:

1. Fill out a Facility Modification Request (FMR) Green Sheet and send to the proper contact specified on the form. This form can be found at: https://www.usu.edu/facilities/forms_policies/forms-policies

2. A Facilities representative will contact the customer requesting signage to determine the location and content of the sign, and will provide a cost estimate. Upon approval by the customer, the USU signage shop will manufacture and install the signs.

3. Signs constructed in conjunction with new building projects will be coordinated with the design and construction process.
SECTION V
INTERIOR SIGNAGE
The University has a standardized sign system for all permanent signs for the interior of buildings. The purpose of this is to increase uniformity, assist in finding directions, and meet the mandates of the Americans with Disabilities Act (ADA).

Key university sign requirements are:

- The background must have 70 percent contrast with the letters and there are two color schemes are permitted:
  - Navy blue with white letters
  - Silver with black letters
- Signs must be set 60 inches above the floor next to the door on the doorknob side. If there is no room for a sign, the next logical place will be determined by the sign coordinator. Signs may not be placed on doors.
- All signs will have a black aluminum frame that will be attached to the wall. A blue sign face can be placed inside the frame or removed without damaging the wall.

It is strongly recommended that items not be taped or posted on doors or walls. To do so makes repair to damaged surfaces costly. Papers, messages, class schedules, etc., can be posted in the Grip-A-Strip, a device that attaches beneath the signs and holds pages and can be removed easily. Grip-A Strips are available with signs.
Interior door signs are used to identify different areas in the building such as rooms, departments, offices, etc. Each sign must indicate a room number and include Braille. Several different sign types are used to identify specific areas within a building and each have their own dimensions and guidelines as outlined:

- **A-sign.** This is used primarily for college, division or departmental offices. It is 12 inches by 6 inches and has room for supplemental text.

- **B-sign.** This size is used for offices, classrooms, meeting spaces, etc., and is the most commonly used size. It is 6 inches by 6 inches and has room for limited supplemental text. This sign may also include removable name strips for occupant names.

- **C-sign.** This is used only as a room number for mechanical closets, etc. It is 2 1/4 inches by 4 1/4 inches. No additional text can be used.

- **Restroom sign.** This is used to identify restrooms. It is 6 inches by 12 inches.
There are TWO color combinations for interior signage.

Aggie Blue plaque with white lettering.

Aggie Blue
Official University Color

A silver plaque with black lettering.

Silver
(Solid)

Black
Interior signs must follow the standards set forth in Section V:

1. A [Signage Request Form](https://www.usu.edu/facilities/files/Signage%20Request%20Form1.pdf) must be filled out and mailed to the proper contact specified on the form to order an interior sign. This form can be found at: https://www.usu.edu/facilities/files/Signage%20Request%20Form1.pdf

2. A facilities representative will contact the client requesting signage to finalize the locations and content of the sign, and will provide an estimate. Upon approval by the client, the USU Sign Shop will manufacture and install the signs.

3. Signs constructed in conjunction with new building projects will be coordinated with the design and construction process.
Specialty signs are permanent signs that do not conform to the exterior, interior, or wayfinding signage standards, and can be implemented in certain instances when needed. They include:

- special donor signs
- university identification signs
- college identification signs
- monument signs
- plaques
- interpretive signs
- electronic digital signage (interior and exterior)
- recreation signs
- interior wayfinding signs

All specialty signs must conform to the Visual Identity Program and must be at a proper scale and materials to fit with campus. Design for specialty signs must involve Facilities Planning and PR & Marketing personnel. Approval for signs must be approved by the Dean or VP, the donor (if applicable), and the Sign Committee. The sign may be subject to approval by the Executive Council in some cases.
SPECIALTY SIGNAGE EXAMPLES

Performance Hall

Huntsman Building Exterior South Facing Sign

USU Huntsman Building Interior Sign

South West Black Granite Sign
Specialty Signs (Section VI)

Specialty signage includes any non-conforming permanent sign request, as outlined in Section VI. Specialty signage may or may not include additional design services. The process for non-conforming signs must proceed in the order outlined below:

1. For a new, stand-alone project, fill out a Facility Modification Request (FMR) Green Sheet and send to the proper contact specified on the form. This form can be found at: https://www.usu.edu/facilities/files/Fac_Mod_Req%20NOV2016.pdf. If it is part of a new building project, inform the design consultant that the following approval process is required.

2. Facilities Planning, Public Relations and Marketing, and possibly a design consultant will work with the client requesting the sign to develop a concept. This group is the “design team”.

3. The design team will obtain the Dean or VP approval.

4. The design team will obtain donor approval (if applicable)

5. The design team will obtain Sign Committee approval. The design may also be subject to approval by the Executive Council, if recommended by the Sign Committee.

6. Once all approvals are complete, the Facilities representative (or design consultant) will develop construction drawings and obtain an estimate from a contractor. If the estimates are approved by the client requesting signage, the facilities representative will oversee contracts for construction. Or, if the signage is a part of a new building project, the signs will be designed and constructed as a part of the existing project.
SECTION VII
TEMPORARY SIGNS
TEMPORARY SIGNAGE
OVERVIEW

Utah State University allows the use of temporary signs for University sponsored programs, events, and activities. University sponsored programs are programs and events sponsored by academic and administrative units and require approval from Public Relations & Marketing. All non-university commercial programs, events, and activities are not allowed to place temporary signs on campus unless prior approval is received from the Vice-President for Business and Finance (contact dwight.davis@usu.edu). All temporary signs that are demonstrations must comply with Utah State University’s Free Speech Policy.

Temporary Signs Include:

Small Scale Signs: small temporary signs less than 8 square feet. Including:
   - Kiosk Posters - a designated sign location southwest of Eccles Conference Center. Signs may be posted without permission.
   - Wire Signs - signs using a wire frame to support a corrugated paper or plastic sign.
   - Other – any other small sign formats outside of buildings, such as flag signs.

Large Scale Graphics: window decals, sticker or graphics, large hanging banners on buildings, and large freestanding panels or banners.

Banners: paper, cloth, vinyl or any other lightweight flexible material that is displayed using light posts, banner arm supports.

Election Signs: signs placed as part of the student elections. Election Signs must comply with Student Election Rules.

A-frame signs: two signboards attached at the top and spread apart in an ‘A’ shape to be self supporting.
BANNER & BANNER ARMS

Banners can be used as another form of signage to either identify a building or advertise events. Banner arms need to have a breakaway feature, which avoids overstressing the pole, so that the banner arm fails before the pole does. It must also include a stainless steel safety cable so the banner arm will not hurt anyone if it fails. All banner arms must be made of durable metal and match the bronze finish already used on poles throughout campus. Two companies, Morsetto and Architecture Area Lighting, are approved vendors, based on these criteria (see examples featured on the following pages). Other products will be evaluated and considered acceptable if determined equal.

Ordering Procedures

The banner arm and banner material must conform to the guidelines set forth by Facilities. Light pole banner requests must be submitted to Facilities Event Services via http://eventservices.usu.edu/request-forms/banner-pole-request-form. Please contact Justin Williams at 797-9225 with questions.

Banner Arm Examples

Conference Center

USU Credit Union Banners

Standard Banner and Banner Arm

Standard Banner and Banner Arm
LARGE SCALE TEMPORARY SIGNAGE

Large Scale Temporary signs are window decals, stickers or graphics, large hanging banners on buildings or other structures, and large freestanding panels or banners. These include any exterior temporary graphics larger than 24” x 36”.

Criteria for Large Scale Temporary Signs:

1. Large Scale Temporary Signs should not compromise or overwhelm the look and feel of the campus as a whole or detract from the design of the building or grounds.

2. Large Scale Temporary Signs will be restricted by location:
   a. Not allowed on any building façade facing the Quad or Old Main Hill
   b. Not allowed in any landscape area visible from the Quad or Old Main Hill
   c. Limited to 10% of the façade area (each façade)
   d. Landscape installations will be limited by location and will require a digging permit from USU Facilities.

3. Large Scale Temporary Signs will be limited by time frame:
   a. Duration must not exceed 1 semester for window graphics or building banners
   b. Duration must not exceed 2 weeks for freestanding landscape panels or banners
   c. Not allowed during the first week of school or during graduation week.

4. Large Scale Temporary Signs will be restricted by content:
   a. Window graphics and Building Banners are limited in content to identify university, college, or department identity, mission, or approved overarching themes. Events and advertisements will not be allowed on buildings.
   b. Freestanding panels and banners may be used for events or promotion of USU activities or programs.

5. Large Scale Temporary Signs will be limited by quantity:
   a. In an effort to ensure that large scale graphics do not overwhelm or compromise the overall look and feel of the campus, the total number of installations will be limited at any given time to not exceed 8-10 total installations on the central campus area. Requests will be taken in order and will be limited to 1 per unit per semester.

6. Exceptions:
   a. Athletics buildings, Student Center, and Fine Arts Center areas and quantities will be considered on an as-needed basis for these buildings, due to the high level of activity in these spaces.

7. Installation:
   a. Installation must not occur prior to approvals, and installation and removal must be coordinated through USU Facilities for safety and to ensure that the buildings and grounds are not damaged.
Requests for Large Scale Temporary Signs must:
1. conform to the criteria for Large Scale Temporary Signs and
2. receive prior approval from the Dean or VP of the unit requesting the sign and
3. receive prior approval from the Public Relations and Marketing office for compliance with the USU Visual Identity Guide and
4. be submitted to the Sign Committee for review 30 days prior the event.

Ordering Procedures

Large Hanging Banners Example

Window Graphic Example
Small Temporary signs include signs 8 square feet or smaller, placed in both designated and non-designated areas.

The kiosk is the only dedicated facility for outside signs. Signs may be posted there without permission on a first come-first served basis. Those using the kiosk are expected to be respectful of other’s signs by placing their signs so as not to cover any others’ current signs. Those who use the kiosk shall remove their signs after the event has concluded. Out-of-date signs may be removed or covered for space to post an upcoming item. At the end of each semester (3-times a year) the kiosk is cleared of all signs.

Ordering Procedures

The placement of small signs in non-designated areas requires approval from USU Facilities. Submit applications through the Temporary Sign Application link. Submit questions to tempsigninfo@usu.edu. To receive approval for small temporary signs, the application must be submitted a minimum of 3 business days in advance of the event.

After review of an application, approval may be granted upon conditions regarding the placement, number of signs, and time frame. Applicants will be responsible to pay for any costs or damages from failure to comply with these requirements.

A-frame Signs
two signboards attached at the top and spread apart in an ‘A’ shape to be self-supporting.

Wire Frame Signs
signs using a wire frame to support a corrugated paper or plastic sign.
Free Speech Policy

All Temporary signs that are demonstrations, must comply with Utah State University’s Free Speech Policy.

Sign Placement Parameters for Safety:

1. Only place signs in non-grass areas or planting beds.
2. Signs shall not obstruct roads, walkways, or fire lanes.
3. Signs placed next to sidewalks require 12-inches of clearance from the edges of the sidewalks to the sign edge closest to the sidewalks.
4. Top of signs shall not exceed 36-inches for visibility.
5. If high winds or significant snowfall occurs during the period the signs are in place, it is the responsibility of the sponsor to check their that signs are vertical and visible after the weather event is over.
6. Please be prompt to remove the signs at the end of the display period.

Student Elections

Student elections during Spring Semester USU allow valid candidates to place signs in most areas of campus. Election sign rules are within the USU Election Bylaws.

Temporary Signs in Buildings

Posters, displays, handbills or other materials may be displayed inside buildings in designated areas if approved by the building occupants. As a courtesy, request approval from the department(s) residing in the building. Remove the signs within a week after the event has concluded.
Alternate Marketing Strategies:

It is strongly suggested that Colleges and Departments make use of the following approved avenues for promotion of programs and events to limit the amount of temporary signs in exterior locations:

1. Interior graphics (still subject to approval/review by sign committee).
2. Use digital graphics on the interior of buildings. These screens can be scheduled online.
3. Use the bulk mailing option for promotional materials.
4. Use the exterior of the buses for large graphics.
5. Use banners on light poles. Logan City also has new banner arms the full length of 400 N. coordinate with PR & Marketing to use the university website and social media pages.
6. Use ads in the Statesman.
7. Use posters in approved locations in each building on campus.

Digital Graphics

Content should be short, simple and visually appealing. Event signage should include date, time, location and an approved Utah State University logo.

Use of this system is restricted to Utah State University entities including colleges, departments, and official USU student organizations. Content must be university related. Allow 3-5 days for content to be posted. All submissions will be reviewed by USU’s Public Relations and Marketing office to ensure they meet USU's Visual Identity Standards. Items that do not meet these standards will not be posted. Questions or concerns, please contact Gary Egbert at (435) 797-1476 or gary.egbert@usu.edu

Link to digital signage Display request:

https://usu.service-now.com/usu/catalog_item.do?sysparmvid=32bad433cc3b4200b5861b297c284d60.

TSC Card Office submission:

http://usucard.usu.edu/information/digital-signage
APPENDIX A

FACILITY MODIFICATION REQUEST FORM
All proposed modifications to university facilities (buildings, utilities, site work, etc.) must be submitted for approval using this form. Projects will be reviewed and, if approved, designed to ensure compliance with building codes and university standards for construction. (See check list on back of form.)

**PROJECT LOCATION**

Building Name or Location

Room Numbers

**PROJECT REPRESENTATIVE**

Name

Phone  FAX  UMC

**REQUIRED SIGNATURES**

Name of Department Head or Director  Signature

Name of Dean or VP  Signature

**PROJECT JUSTIFICATION:**

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**PROJECT DESCRIPTION:**

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

________________________________________________________________________________________

**FUNDING:** Index #

Project funds must be sufficient to cover the cost of design, construction, and a contingency for changes. All project funds must be available before construction or bidding can proceed.

**FEES:**

<table>
<thead>
<tr>
<th>Construction Cost</th>
<th>FP&amp;D Design Fee</th>
<th>Consultant/Design Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under $10,000</td>
<td>8%</td>
<td>15%</td>
</tr>
<tr>
<td>$10,000 - $50,000</td>
<td>6%</td>
<td>12%</td>
</tr>
<tr>
<td>over $50,000</td>
<td>4%</td>
<td>9%</td>
</tr>
</tbody>
</table>

A 4% fee for managing projects will be added to the above design fees.
Facilities Modification Request

Checklist

**Administrative**
- Space Management
- Code Review
- Inspection for Code Compliance

**Professional Services**
- Design Services – Facilities
- Design Services – Consultant
- Project Management
- Surveying
- Geotechnical Investigations
- Materials Testing / Special Inspections
- Hazmat / Asbestos
- Accessibility (ADA)

**Site**
- Utilities
- Grading & Drainage
- Landscaping / Irrigation
- Lighting
- Walkways
- Accessibility (ADA)

**Structure**
- Foundation
- Floor
- Ceiling/roof
- Seismic/wind load

**Building Envelope**
- Exterior Walls
- Doors / Closers
- Windows
- Roofing

**Interior Construction**
- Fire Rated Construction
- Partitions
- Ceilings
- Doors
- Windows
- Hardware
- Cabinets / Countertops / Locks

**Interior Finishes**
- Paint / Stain & Varnish
- Wall coverings
- Floor Coverings
- Ceiling Finishes

**Specialties**
- White boards
- Bulletin boards
- Projection screens
- Signage / Door Numbers
- Keys / Access cards
- ______________

**Conveying**
- Elevator
- ______________

**Plumbing**
- Fire sprinkler system
- Sink
- Eye wash
- Heating Convector
- ______________

**HVAC**
- Air conditioning
- Exhaust
- Supply / return grilles
- Fire / smoke dampers
- Thermostat / sensors
- VAV box
- Reheat coils
- Air / water balancing
- ______________

**Electrical**
- Lighting
- Power (outlets)
- Exit sign / emergency lighting
- Smoke detection & alarm

**Communications**
- Voice
- Data
- Wireless
- CCTV / CATV

**Furniture, Fixtures & Equipment**
- Movers
- ______________
- ______________
- ______________

All modifications to university facilities must be authorized, designed, constructed, and inspected to provide safe facilities for occupants and ensure compliance with building codes, and university construction standards. –Updated January 11, 2006
Interior Signage Request Form

Installation of any signs on facilities and properties of the University must be approved, coordinated, and designed by Facilities. This effort is necessary to ensure that the project meets all State and Federal codes and standards for signs established by the University. Types of signs requiring this approval include, but are not limited to all interior signs for buildings, directories, and bulletin boards.

<table>
<thead>
<tr>
<th>Price List</th>
<th>Requester Information</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>‘A’ Sign (Face &amp; Frame)</strong></td>
<td>Name:</td>
</tr>
<tr>
<td>6” x 12”</td>
<td>Phone:</td>
</tr>
<tr>
<td>$ 55.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘A’ Sign (Face &amp; Oak Frame)</strong></td>
<td>Department:</td>
</tr>
<tr>
<td>6” x 12”</td>
<td>UMC:</td>
</tr>
<tr>
<td>$ 62.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘A’ Sign (Face Only)</strong></td>
<td>Email:</td>
</tr>
<tr>
<td>6” x 12”</td>
<td>Fax:</td>
</tr>
<tr>
<td>$ 45.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘B’ Sign (Face &amp; Frame)</strong></td>
<td>Building:</td>
</tr>
<tr>
<td>6” x 6”</td>
<td>Room:</td>
</tr>
<tr>
<td>$ 40.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘B’ Sign (Face &amp; Oak Frame)</strong></td>
<td>Required Signature</td>
</tr>
<tr>
<td>6” x 6”</td>
<td>Department Head/Director Name:</td>
</tr>
<tr>
<td>$ 52.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘B’ Sign (Face Only)</strong></td>
<td>Signature:</td>
</tr>
<tr>
<td>6” x 6”</td>
<td></td>
</tr>
<tr>
<td>$ 35.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘B’ (Name Plate Strip)</strong></td>
<td>Date:</td>
</tr>
<tr>
<td>1” x 6”</td>
<td></td>
</tr>
<tr>
<td>$ 12.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘C’ (Face &amp; Frame)</strong></td>
<td>Index Number:</td>
</tr>
<tr>
<td>2.25” x 4.25”</td>
<td></td>
</tr>
<tr>
<td>$ 25.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘C’ (Face &amp; Oak Frame)</strong></td>
<td></td>
</tr>
<tr>
<td>2.25” x 4.25”</td>
<td></td>
</tr>
<tr>
<td>$ 35.00</td>
<td></td>
</tr>
<tr>
<td><strong>‘C’ (Face Only)</strong></td>
<td></td>
</tr>
<tr>
<td>2.25” x 4.25”</td>
<td></td>
</tr>
<tr>
<td>$ 20.00</td>
<td></td>
</tr>
<tr>
<td>Nameplate</td>
<td></td>
</tr>
<tr>
<td>$ 4.75</td>
<td></td>
</tr>
<tr>
<td>Nametag</td>
<td></td>
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<tr>
<td>$ 4.00</td>
<td></td>
</tr>
<tr>
<td>6” Grip-a-strip</td>
<td></td>
</tr>
<tr>
<td>$ 6.50</td>
<td></td>
</tr>
<tr>
<td>12” Grip-a-strip</td>
<td></td>
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<tr>
<td>$10.00</td>
<td></td>
</tr>
</tbody>
</table>

Please fill in this form, obtain required signatures, and fax to 797-3388 or email to facilitiescustserv@usu.edu.
<table>
<thead>
<tr>
<th>Want a grip-a-strip at bottom of sign?</th>
<th>Does a sign already exist?</th>
<th>Right or Left Justified</th>
<th>Sign Type</th>
<th>Room Number</th>
<th>Text to be on Sign</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
<td>R</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
<td>R</td>
<td></td>
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</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
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<tr>
<td>No</td>
<td>No</td>
<td>R</td>
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<tr>
<td>Yes</td>
<td>Yes</td>
<td>L</td>
<td>A B C</td>
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<td>Name Strip</td>
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<tr>
<td>No</td>
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<td>R</td>
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<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
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<tr>
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<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
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<tr>
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<td>No</td>
<td>R</td>
<td></td>
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<td></td>
</tr>
<tr>
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<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
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<tr>
<td>No</td>
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<td>R</td>
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</tr>
<tr>
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<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
<td>R</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Yes</td>
<td>Yes</td>
<td>L</td>
<td>A B C</td>
<td></td>
<td>Name Strip</td>
</tr>
<tr>
<td>No</td>
<td>No</td>
<td>R</td>
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<tr>
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<td>Yes</td>
<td>L</td>
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<td>No</td>
<td>R</td>
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<td>L</td>
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