



University Signage Policy

Policy Number:	UA-05-006
Policy Administrator:	Director of Public Affairs and Communication
Policy Initiator:	Director of Public Affairs and Communication
Authority:	Section 89030-89035 of the Education Code of the State of California
Effective Date:	February 25, 2016
Revised Date:	
Approved:	President Thomas A. Cropper
Approval Signature:	/s/

Purpose:

The purpose of the California State University Maritime Academy’s (Cal Maritime) signage policy is to:

- A. Encourage sound signage practices to provide clear information to members of the campus community, as well as to visitors;
- B. Promote the public health, safety, and general welfare of Cal Maritime;
- C. Preserve and enhance the appearance of Cal Maritime - its landscape features and buildings, including interior spaces - as a place to work, learn, live and visit;
- D. Promote and maintain educationally viable activities for the benefit of the campus community;
- E. Prevent excessive, confusing and incompatible signage;
- F. Protect the public investment in buildings and open spaces on the campus;
- G. Reduce potential hazards to pedestrians and motorists that may result from distracting or incorrect signage; and
- H. Recognize that signage is an integral part of the marketing and public relations functions performed by a variety of University entities.

Scope:

This policy and related procedures apply to all Cal Maritime faculty, staff, students, departments, recognized student organizations, auxiliary organizations, affiliated organizations, and related organizations.

Accountability:

The Director of Public Affairs and Communication in the office of University Advancement is administering this policy, and ensuring compliance.

Policy:

A primary value of higher education is the open exchange of knowledge and information. Public signage, both permanent and temporary, is an important component of any institution that supports this value. The intent of the provisions contained in this policy is to provide standards and minimum requirements in order to evaluate and regulate signage constructed, installed, and displayed on Cal Maritime property. It is the further intent of this policy to set the overall parameters pertaining to University signage, whether permanent or temporary, and allow for implementation of the policy through procedures developed by specific entities.

A. Authority:

Legal authority for the issuance of this policy on University Signage is established by:

1. Section 89030 - 89035 of the Education Code of the State of California, which states, in part: "The trustees may establish rules and regulations for the governance and maintenance of the buildings and grounds of the California State University."
2. Article 9 - Use of California State University Buildings and Grounds, of Title 5, of the California Code of Regulations (CCR), sections 42350-42355.
 - a. The names California State University Maritime Academy, California Maritime Academy and Cal Maritime and their abbreviations; the University seal, logo, and other marks including the athletic marks are registered service marks with the Office of the Secretary of State, State of California. Usage of these service marks is protected by state law.
 - b. Oversight of the placement and installation of permanent University signage is the responsibility of the Campus Planning Committee (or its designee). Oversight of temporary University signage and the appropriate use of all logos, fonts, colors and names on all signage is the responsibility of the department of Public Affairs and Communications (or its designee).

B. Definitions:

1. "Sign" or "signage" means any identification, description, illustration or device which is visible from any public place or is exposed to the public, and which directs attention to a product, message, service, place, person, entity, institution, event, business use, or cause. Categories of signs or signage include:
 - a. "Permanent signs" Any signs that are attached to buildings, structures, or landscape features; or freestanding monument signs, permanent plaques, or marquees
 - b. "Temporary signs" Any emblem, symbol, logo, trademark, poster, banner, painting, flier, handbill, sticker, flag, pennant, awning, placard or other printed material displayed for a limited amount of time, which is designed to advertise, identify or convey information.
 - c. "Fixed signs" Frames or enclosures for either temporary or permanent signage.
2. Special sign terminology:
 - a. "Directional signs" are signs erected for the convenience of the public, such as signs identifying restrooms, public telephones, walkways, and similar features or facilities.

- b. "Government signs" are signs, notices, emblems or other forms of identification erected or placed by authority of the University, which conform to state or federal laws or regulations, generally pertaining to health and safety. Traffic control signs are a common type of government sign.
 - c. "Electronic signage" refers to screens located throughout campus which allow for rotating images promoting events or programs.
3. "Cal Maritime symbols" refer to the words Cal Maritime, initials referring to the campus, the University seal and logo, the name or any visual representation of the University athletic mascot, along with all other proprietary, trademark, or other identifiers of the University, its programs, auxiliaries, and self-support operations.

C. Permanent Signage:

Any bulletin board or permanent sign erected on Cal Maritime property or installed, affixed or otherwise attached to any building, structure or landscape feature of the University must meet the sign design standards of the University as set by the Director of Facilities Planning. This signage must be approved by Campus Planning and the President of the University (or their designee), and be installed by, or under the supervision of Facilities Management. Included under this provision are awning signs, commemorative plaques, fixed signs, flags, governmental signs, landmark signs, and banner boxes, as well as bulletin boards on the exterior or in the interior of any building. Parking and traffic signs shall conform to standards required by law and shall be installed by, or under the supervision of, Facilities Management. Any use of Cal Maritime identities, logos or symbols must conform to the Graphic Standards Manual of the Cal Maritime, subject to the approval of the Department of Public Affairs and Communications.

D. Temporary Signage:

- 1. Standards Attribution.
 - a. The name and contact information of the sponsor (organization or person) must be clearly stated on all temporary and electronic signs.
 - b. Any use of Cal Maritime symbols must conform to the Graphic Standards Manual of Cal Maritime.
 - c. Residential Communities:
The Office of Residential Life has authority to approve the form, content and appearance of all banners, fliers and posters before posting within the residential community.
 - d. The University Police Department in conjunction with Conference and Events Services has the authority to approve the content, type and site locations of all signage for location and traffic information purposes, relating to registered events. This authority also includes approval of all temporary signage pertaining to non-university athletic events or programs by non-University organizations. Facilities Management shall be responsible for placement and collection of associated signage. Organizations responsible for the event's publicity shall be charged for these services.

- e. Athletics Facilities
The Athletic Director (or designee) has authority for approval of all temporary signage pertaining to Cal Maritime athletic events or programs that may be erected on or adjacent to athletic buildings, structures and facilities. The locations of approved temporary signs shall be designated by the Athletic Director.
- f. Department and Office Posting
 1. Academic and administrative department bulletin boards are maintained by appropriate departments.
 2. Small bulletin boards, located outside the offices of many individual faculty and other employees, are maintained by office occupants.
 3. Materials, other than those posted by the department or the office occupant for their own purposes, may be posted only with the approval of the department or office occupant.

E. Electronic Signage:

In an effort to increase the publicity opportunities for student groups, there are a limited number of electronic signs for promotion of on-campus events, located in student-centric areas. The signs are controlled independently in the buildings where they appear. Please contact Public Affairs and Communications for information about specific electronic signage.

1. Long-term Temporary Signs
Long-term temporary signs in exterior locations, such as signs for University construction projects, seasonal athletic events or programs, or other purposes that require display for periods of time longer than 15 weeks, must be approved by the Director of Facilities Planning or its designee, in accordance with the provisions of this policy on permanent signage.

F. Commercial Advertising:

1. Permanent Advertising Signage
All permanent signage pertaining to commercial solicitation or sales by an external vendor must be approved by the Campus Planning Committee or its designees.
2. Temporary Advertising Signs
All temporary signage pertaining to commercial solicitation or sales by an external vendor must be approved by the Vice President for Administration and Finance or a designee.

G. Limitations and Enforcement:

Except as otherwise provided in this policy, Cal Maritime prohibits any person to erect, attach, alter, locate, or relocate any signage, as defined above, within the confines of University property, or to utilize wordage, symbols or other visual devices on signage erected or located off campus. Any advertising of an event, activity or business with the University, must first obtain authorization from the Department of Public Affairs and Communications. Student elections signage must adhere to the elections policy which allows for greater freedom during these periods.

1. Prohibited Signage
 - a. Signage on University property
Tacking, posting, painting, marking, writing, gluing, taping or otherwise affixing signage (including but not limited to posters, fliers, stickers and handbills) to any walls, doors, windows, trees, lawns, poles, or any other structures, or on any roads or walkways on University property, without the prior authorization of the University, is prohibited.
 - b. Signs on vehicles
Placement of written or printed material on motor vehicles is prohibited at all times.
 - c. Signs exhibiting Cal Maritime symbols
It is prohibited to display signage, whether located on- or off-campus, exhibiting Cal Maritime symbols or the University name without the consent and approval from the Department of Public Affairs and Communications.
 - d. Signs that, in the judgment of the University, are threatening to public safety, obscene (as defined by law), hazardous to pedestrian or vehicular traffic, or imitative of official government signs or copyrighted signs, logos or marks, are prohibited.
2. Political Signs advocating a political issue or a candidate for a public political office are allowed on state property, but the signs cannot be funded with public funds.

H. Maintenance of Signage:

All signs should be maintained in good structural condition at all times. All painted signs shall be kept neatly painted, including all metal parts and supports. Facilities Management shall inspect and have the authority to repair, alter or remove signs which become dilapidated or are abandoned, or which constitute a physical hazard to public safety.

1. Removal of Signs
Any signage that pertains to a time, event, or purpose that no longer applies shall be presumed to have been abandoned, and Facilities Management may arrange for the removal of any abandoned or prohibited signs on University property.

Procedure: