

# Augusta University

## Policy Library

### University Signage Policy

**Policy Manager: Facilities Management**

#### **POLICY STATEMENT**

This policy applies to all permanent and placeholder signage, regardless of purpose, used on Augusta University (“Augusta”) campuses including those within any building located on the campus, and to other facilities under the authority of the University. Use of temporary signage is subject to the Freedom of Expression Policy and governed by the administrator or unit assigned responsibility for the building where such signage is posted, unless otherwise specified in this policy.

#### **REASON FOR POLICY**

To ensure that the Augusta signage program meets quality standards of aesthetic appeal, uniformity, and simplicity, while being highly functional in providing the information necessary.

#### **AFFECTED STAKEHOLDERS**

*Indicate all entities and persons within the Enterprise that are affected by this policy:*

- ☐ Alumni    ☒ Faculty    ☒ Graduate Students    ☒ Health Professional Students  
☒ Staff    ☒ Undergraduate Students    ☐ Vendors/Contractors    ☐ Visitors  
☐ Other:

#### **DEFINITIONS**

These definitions apply to these terms as they are used in this policy:

- Signage - permanently affixed or officially installed displays used for building identification, wayfinding, directional guidance, room identification, safety notifications, or other official university purposes. This includes building names and numbers, directional signs, room numbers and nameplates, building directories, department identification, regulatory and safety signs, and similar official displays. Signage may take the form of mounted panels, applied decals or wraps, etched or engraved surfaces, or formed from contrasting materials.
- Temporary Signs - signs, notices, or banners which are on public display for a very short time, typically one to two weeks, or which normally have the purpose of announcing upcoming programs, activities or events. Such signage is usually posted on bulletin boards or other places designated for temporary signs. This policy does not apply to Temporary Signs.
- Placeholder Signs – are signs intended to be used while a permanent sign is being produced. These are typically ordered and installed at the direction of Facilities Services for official university purposes.
- Permanent Signs - signage that is expected to be posted or on public display for an indefinite period of time, or signage that is used on a regular basis but not continuously, e.g. temporary reserved parking signs, safety caution signs.

## PROCESS & PROCEDURES

**Authorized Signage:** All signage must meet the approval of the Facilities Services Division before being ordered/purchased/requisitioned. Request for approval can be submitted to [WMC@augusta.edu](mailto:WMC@augusta.edu)

**Unauthorized Signage:** Unauthorized signs are subject to removal at the discretion of Facilities Services General Operations, at the expense of the person or office displaying the sign.

No signs may be attached to walls, windows, doors, stairways, exterior of buildings, lighting fixtures, trees, shrubs or utility poles on campus. Any person placing signs in unauthorized places will be held responsible.

**Posting or Publicly Displaying Signs:** Permanent or Placeholder signs may not be posted or publicly displayed without the approval of the Facilities Services Division Department. Requests for assistance should be made to the Facilities Services Division at [WMC@augusta.edu](mailto:WMC@augusta.edu).

**Design, construction, and content:** All signage must adhere to Augusta [Signage Standards](#) and [Brand Guidelines](#). The person requesting the sign should designate the message, subject to review by the Division of Facilities Services and the Division of Communications & Marketing. In cases of unresolvable disagreement regarding the message contents, a final decision rests with the Vice President for Facilities Services.

**Funding for Signs:** It is the responsibility of the requesting department to fund the purchase and posting/displaying of signs ordered. The main exterior sign designating a major campus building and signs designating the Augusta campus shall normally be funded from general institutional funds.

**Ordering Placeholder and Permanent Signs:** Signs may be ordered per the [Facilities Project Request Form](#). Requests to purchase Placeholder signs must be accompanied by a request to purchase the Permanent Signs which will replace them when received. Exceptions to the policy must be approved by Facilities Services Division.

**Existing Signs:** Permanent Signs, not in compliance with this policy, already posted at the time this policy is adopted will be replaced as funds become available for this purpose, on a long-term, systematic basis approved by Augusta University administration.

**Assistance to Departments:** Departments desiring assistance in assessing their need for signage, the messages to go on a sign, or in interpreting the Augusta University Signage Standards, should contact Facilities Services Division at [WMC@augusta.edu](mailto:WMC@augusta.edu).

**Note: Nothing in this policy is to be construed as preventing faculty from posting appropriate material(s) to their doors.**

## **REFERENCES & SUPPORTING DOCUMENTS**

[Facilities Project Request Form](#)

[Signage Standards](#)

[Brand Guidelines](#)

## **RELATED POLICIES**

[Freedom of Expression](#)

## **APPROVED BY:**

Executive Vice President for Academic Affairs and Provost, Augusta University

Date: 10/26/2025

President, Augusta University

Date: 11/5/2025