

EXTERIOR SIGNAGE, GRAPHICS, AND WAYFINDING POLICY UW-6037

Rationale/Purpose

This policy establishes the framework to implement and maintain a comprehensive, unified exterior sign system that meets the wayfinding and communication needs of the University of Wisconsin-Madison's (UW-Madison or UW) numerous and diverse constituencies who utilize its facilities.

In conjunction with its companion document *UW-Madison Exterior Signage, Graphics & Wayfinding Standards*, this policy represents an ongoing effort by the UW-Madison Division of Facilities Planning & Management (FP&M) to develop and maintain a sign system that is a cohesive, legible, and efficient approach to the overall outdoor visual communication for the university while supporting the goals of the Campus Comprehensive Plan (Campus Master Plan).

These two documents have been prepared for and are to be used by all constituents, departments, colleges, and organizations on the UW-Madison campus to direct their decision making related to exterior campus signage, graphics, and wayfinding.

Definitions

Campus Development Plan Boundary (Board of Regents Property):

The Board of Regents approved boundary around campus denoting properties/areas in which the Board of Regents currently owns or is interested in acquiring as properties/areas become available.

Graphic(s):

Any object or image that reflects an association with the university and is designed to be seen from a public area or within a university facility.

Sign / Signage:

A visual or tactile element utilized to communicate a message, information, or identification through typography, symbols, and pictograms.

Standards:

Established mandatory expectations and requirements set by responsible offices and others. In this case Facilities Planning and Management. Are usually developed in accordance with published federal, state, or industry regulations, requirements, or standards and apply university wide unless otherwise specified.

Temporary Signs:

A visual or tactile element utilized to communicate a message, information, or identification through typography, symbols, and pictograms for a limited, predetermined amount of time.

Wayfinding:

Finding one's way to a destination; spatial problem solving comprising three independent processes; information processing, decision making, and decision execution.

Scope

This policy applies to all temporary, permanent, and corporate signage on UW-Madison lands within the Campus Development Plan Boundary owned, leased, or controlled by the Board of Regents.

Policy Details

- I. FP&M is authorized to:
 - A. Exercise design approval on all signage conforming with the university visual identity and graphic standards.
 - B. Determine the need for the sign, its location, sizing, type, graphics, and typeset layout.
 - C. Develop, implement, and enforce the *Exterior Signage, Graphics & Wayfinding Standards*.
 - D. Coordinate the installation and maintenance of all signs.
 - E. Make minor modifications to the *Exterior Signage, Graphics & Wayfinding Standards*. Significant modifications and additions should be approved by the Campus Planning Committee.
- II. All signage will:
 - A. Meet the standards and other requirements set forth in the *Exterior Signage, Graphics & Wayfinding Standards*.
 - B. Follow a consistent plan and unified design theme with the overall campus wayfinding system.
 - C. Follow the design and construction standards set forth in the *Exterior Signage, Graphics & Wayfinding Standards*.
- III. Areas outside UW property and within City of Madison rights-of-way require a formal submittal of the 'Application for Portable Signs in the Right-of-Way' to the City of Madison Building Inspection Division. All campus lands from University Avenue (including University Avenue) south are adjacent to City of Madison rights-of-way. Coordinate with Campus Planning & Landscape Architecture for further information.
- IV. Signage on UW property outside the Campus Development Plan Boundary should follow the policy and standards whenever feasible and appropriate while maintaining compliance with local jurisdiction requirements.
- V. Exceptions:
 - A. The Lakeshore Nature Preserve and UW Arboretum have their own policies and standards for exterior signage. They may reference the UW-Madison standards

where appropriate but are exempt from their application on their designated lands and buildings. Coordination with UW-Madison is encouraged.

- B. UW Health is governed by the UW Hospitals and Clinics Authority as the integrated health system of the University of Wisconsin-Madison. They may reference the standards where appropriate but are exempt from their application on their designated lands. Coordination with UW-Madison is encouraged.
- C. Exceptions made in all other cases will be rare and be approved by FP&M. They do not constitute precedent for future or similar exceptions and deviations.
- D. If a sign is not approved by FP&M, the client may appeal the decision following the process identified in the *Exterior Signage, Graphics & Wayfinding Standards*.

VI. Compliance

- A. Failure to comply with the requirements set forth in this policy and the *Exterior Signage, Graphics & Wayfinding Standards* may constitute grounds for signage removal by FP&M, which reserves the right to charge for the cost of removal and any associated repairs, cleaning, or façade damage. It may also result in the inability for the sign owner to post or install exterior signage in the future.

VII. Approval Process

- A. A request for temporary or permanent signage and banners will be submitted to FP&M for review and approval prior to any design work or outside consultation taking place.
- B. FP&M will facilitate the design process and coordinate the purchase and installation of the signage or banner.

Related UW-Madison Policies

UW-200 Advertising, <https://policy.wisc.edu/library/UW-200>

UW-204 Sponsorship, <https://policy.wisc.edu/library/UW-204>

UW-6036 Banners, <https://policy.wisc.edu/library/UW-6036>

UW-6042 Heritage Plaque, <https://policy.wisc.edu/library/UW-6042>

UW-6043 Campus Memorials, <https://policy.wisc.edu/library/UW-6043>

UW-6054 Campus Facilities, Buildings, and Lands Naming Process, <https://policy.wisc.edu/library/UW-6054>

UW-6058 Accessible Route Signage Around Construction Areas, <https://policy.wisc.edu/library/UW-6058>

Related UW–Madison Documents, Web Pages, or Other Resources

Exterior Signage, Graphics, & Wayfinding Standards ([Add future link](#))

UW-Madison Brand Style Guide,
<https://brand.wisc.edu/content/uploads/2021/08/Brand-print-guide-2021-WEB.pdf>

UW-Madison Brand and Visual Identity, <https://brand.wisc.edu/>

UW-Madison Campus Planning & Landscape Architecture,
<https://cpla.fpm.wisc.edu/landscape-architecture/campus-site-amenities/>

University Relations, <https://universityrelations.wisc.edu/policies-and-guidelines/banners-signage/>

External References

UWS 18.08 Personal conduct prohibitions. (9) Postings and Signage,
https://docs.legis.wisconsin.gov/code/admin_code/uws/18/08/9/a

ADA.gov, <https://www.ada.gov/>

City of Madison DPCED Economic Development, Banners on Pedestrian Bridges
<https://www.cityofmadison.com/dpced/economicdevelopment/banners-on-pedestrian-bridges/277>

City of Madison Sign Control Ordinance MGO 31.046(2).
https://library.municode.com/wi/madison/codes/code_of_ordinances?nodeId=COORMAWIVOII-CH20--31-CH31SICOR-ADGERE-31.046MISI

City of Madison Portable Sign in the right-of-way brochure:
<https://www.cityofmadison.com/dpced/bi/documents/PortableSignsROW.pdf>

Policy Administration

Approval Authority

Associate Vice Chancellor Facilities Planning & Management

Policy Manager

FP&M Office of Campus Planning & Landscape Architecture

Policy Contact

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