

<p><b>Responsible Official (Title):</b> Vice President for Administration <b>Responsible Office:</b> Office of the VP for Administration <b>Responsible Division:</b> Division of Administrative Services</p>
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## **Signage Policy (Temporary and Permanent) (Interim)**

### **1. Policy Statement**

This policy provides general guidelines for signage on the grounds and on the buildings of California State University, Fresno.

### **2. Authority**

This policy is issued pursuant to Sections of Title 5, Part V, Chapter 1, Subchapter 5 of the California Education Code and amendments and additions to Article 9, related to the use of California State University buildings and grounds.

### **3. Scope/Applicability**

This policy covers all temporary and permanent signs, banners, postings, and displays on the grounds and buildings of California State University, Fresno.

### **4. Exceptions/Exclusions**

The University President has designated the Vice President for Administration the authority to approve any exceptions or deviations to this policy.

### **5. Supersedes**

This policy supersedes Section 13.0 of the Policy on the Use of University Buildings and Grounds (D-08).

### **6. Definitions**

- 6.1. **University:** For purposes of this document, "University" shall be defined as any property or program associated with any organizational unit of California State University, Fresno at the main campus and any off-campus sites. This includes property and programs administered by the Auxiliaries.
- 6.2. **Recognized Campus Organizations:** includes all recognized employee, student, department and University organizations.

## **7. Policy Procedures**

### **7.1. Free Expression**

- 7.1.1. Freedom of expression is a cornerstone of a democratic society and is essential to the educational process. Universities have an obligation to encourage and support the free expression of ideas, values and opinions, even where they may be unpopular or controversial. Fresno State accepts and embraces this obligation, recognizing that such expression may take a variety of forms, such as signs. See the *Policy on Time, Place and Manner of Free Expression (# D-19)* for additional details.
- 7.1.2. Fresno State will maintain control of its grounds and facilities in a manner that will not censor communication based on its content. If you need additional information, please consult with the Office of the Vice President for Administration.

### **7.2. Off-Campus Entities**

- 7.2.1. Off-campus entities are only permitted to display flyers, posters, notices, or advertisements on designated posting kiosks. The University retains the right to remove postings made by off-campus entities at any time, for any reason. Parties wishing to display materials on campus should contact University Communications for more information.
- 7.2.2. Off-campus entities wishing to display larger scale postings such as banners or newspaper kiosks, must obtain the approval of the Associate Vice President for University Communications.

### **7.3. On-Campus Entities**

On-campus departments and recognized campus organizations are authorized to utilize posting kiosks, bulletin boards, temporary yard signs, and temporary banners.

#### **7.3.1. Posting Kiosks**

- 7.3.1.1. On-campus departments and recognized campus organizations are authorized to utilize the campus' outdoor posting kiosks for posting documents that are 24" x 36" or smaller in size.

#### **7.3.2. Bulletin Boards**

- 7.3.2.1. Bulletin boards are intended for the use of University personnel and recognized campus organizations only.
- 7.3.2.2. Restricted posting areas include bulletin boards and display areas that require approval or authorization for posts. Restricted posting areas are identified by signs posted on or near the boards identifying the party responsible for the board. The owners of these boards are responsible for controlling the content.
- 7.3.2.3. Many classrooms feature small bulletin boards next to their doors. Unless otherwise indicated, these boards are reserved for class/campus announcements. Commercial postings are prohibited.

**7.3.3. Temporary “Yard Signs”**

7.3.3.1. Department offices and recognized campus organizations may place temporary yard signs around campus to advertise programs and events.

7.3.3.2. Signs should not obstruct preexisting temporary or permanent signage, be placed on grass, or disrupt existing plant life or foliage. Yard signs should be made out of aluminum or a corrugated material and attached to a compatible thin frame to reduce their impact on University grounds. Wooden stakes shall not be used. Yard signs must be removed no more than three (3) business days after the event or deadline has passed.

7.3.3.3. Departments are encouraged to make conservative use of this type of sign and limit their location to areas of high pedestrian traffic. All content must comply with University branding standards.

**7.3.4. Temporary Banners**

7.3.4.1. Temporary banners may be placed on indoor and outdoor walls by University departments and recognized student organizations. Banners may only be attached with sturdy plastic “zip ties” and cannot obstruct any preexisting signage, temporary or permanent. Facilities Management must hang any banners placed above eye level on state owned property; a charge may apply.

7.3.4.2. Banners must be made out of plastic or vinyl and conform to University branding standards. Banners must be removed no more than three (3) business days after they become out of date. Banners applied to fences on and around parking lots must be approved by the Parking and Transportation Manager.

7.3.4.3. This section shall not apply to banners hung in and around the University Student Union.

**7.4. Permanent Signage**

7.4.1. Facilities Management is responsible for building, maintaining, and revising permanent signage on University grounds, including the University Agricultural Laboratory. This signage includes, but is not limited to:

- Vehicle signage (e.g., street and parking lot signage)
- Pedestrian signage (e.g., designated smoking areas and accessibility information)
- Directional signage and maps
- Interpretive signage (e.g., monuments and plaques)
- Internal and external building signage
- Donor Signage

7.4.2. Facilities Management will provide project management services for signage projects and is responsible for ensuring signage complies with all applicable accessibility laws and regulations. However, the expense ultimately resides with the individual departments.

7.4.3. All current and future additions and changes to exterior University signage must be approved by the Campus Planning Committee.

**7.5. Campus Pole Banners**

7.5.1. Graphics and placement of campus pole banners must be coordinated and approved by the Director of Marketing, Office of University Advancement.

**7.6. Restricted Areas**

7.6.1. At no time should postings be placed on any of the following objects/surfaces:

- Walls (excluding individual offices)
- Manual doors (excluding individual offices)
- Automatic doors
- Windows
- Bike racks
- Concrete pillars, barriers, etc.
- Emergency telephones
- Permanent signage (e.g., directional, parking, and vehicular signage)
- Trash receptacles
- Light poles
- Memorials, plaques, or statues
- Trees (including ribbons)
- Vending machines
- Any area within restrooms
- Within 25 feet of campus gateway or entry signs

7.5.2 Campus crime alerts, construction notifications, class cancellations and other course-related notices are exempted from these restrictions.

**7.7. Posting Standards**

7.7.1. Flyers and posters on public posting kiosks and bulletin boards should be no larger than 24" x 36" and should be securely attached with either staples, push pins, or repositionable tape.

7.7.2. If the content of a posting is time sensitive, it must be removed no more than three (3) business days after the event or deadline has passed.

7.7.3. Content created by University entities shall conform to the University's branding standards.

7.7.4. University-created postings that include violent or sexually explicit content are prohibited. Content that could be considered derogatory, harmful or discriminatory on the basis of race or ethnicity, color, creed, nationality, disability, medical condition, genetic information, gender/sex (including gender identity and gender expression), marital status, sexual orientation, age, religion, as well as Veteran Status shall be removed.

**7.8. Enforcement**

7.8.1. Any campus department, program, or organization found to have postings or signage in violation of this policy will have the items removed and may incur a charge for any direct expenses.

**7.9. Building Naming**

- 7.9.1. Naming of state and non-state facilities on California State University campuses is governed by CSU Executive Order 713 and ICSUAM 15501.
- 7.9.2. Changes to a building name that do not require CSU Board of Trustees approval call for a recommendation from the Executive Committee of the Academic Senate and the Campus Planning Committee, before forwarding the request to the University President for approval.

**8. Related Policies, Procedures, Information, Forms**

- 8.1. Brand and Graphics Standards Manual
- 8.2. Policy on the Use of University Buildings and Grounds (D-08)
- 8.3. Naming of California State University Facilities and Properties (D-11)
- 8.4. ICSUAM 15501, Naming of California State University Facilities and Properties
- 8.5. CSU Executive Order 713, Delegation of Authority for Naming of CSU Facilities and Properties
- 8.6. Interim Policy on Time, Place and Manner of Free Expression (D-19)

**9. Contact Information**

If you have any questions about this policy, please contact the Office of the Vice President for Administration at 559.278.2083.

If you have any signage content related questions, please contact University Communications at 559.278.2795.

**10. Key Search Words – Signage**

**11. History/Revision Dates:**

Approved by Campus Planning Committee:	February 27, 2015
Interim Policy Approved by President:	December 9, 2016
Consultative Review by Academic Senate	TBD

**12. Next Evaluation Date:** \_\_\_\_\_ (3 years from approval date)

**13. Consultative Review by the Academic Senate:** Yes  No

**Purpose:** This policy covers all temporary and permanent signs, banners, postings, and displays on the grounds, and on the buildings of California State University, Fresno. As collegiality consists of a shared decision-making process, and the Academic Senate has primary responsibility to make recommendations to the University President on all university-wide academic policy issues, this policy will be sent to the Academic Senate for a consultative review.