

## University Signage Policy

<b>Policy Number:</b>	UA-05-006
<b>Policy Administrator:</b>	Director of Public Affairs and Communication
<b>Policy Initiator:</b>	Director of Public Affairs and Communication
<b>Authority:</b>	<b>Section 89030-89035 of the Education Code of the State of California</b>
<b>Effective Date:</b>	February 25, 2016
<b>Revised Date:</b>	
<b>Approved:</b>	

**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

- 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. Organ Tm(F)6(a)4(it)-21(y)20( or)-6(g54(e)4( of du3143.3 Tr13 Tmz)4( of

e. Athletics Facilities

The Athletic Director (or designee) has authority for approval of all temporary signagy

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:**