

## **Signage Policy**

### **Policy statement**

The college wants to ensure that signage is effective and managed efficiently. Learners and employees should be free to use approved spaces on campus to post appropriate signage. Signage can assist with wayfinding, celebration, event notices, and student and employee support initiatives.

### **Purpose**

This policy aims to ensure that there is a uniform method for determining the location, design, and installation of signage. Signage must be aesthetically appropriate and well-maintained. The use of approved spaces when posting signage will help minimize maintenance and repairs to wall surfaces. In addition, this will also help eliminate inconsistent, ineffective signage. Different categories of signage can be identified by permanent signage, exterior signage, and temporary signage.

### **Scope**

This policy applies to members of the college community who plan to utilize approved spaces to post signage. All content-related requests must still be directed to Marketing and Recruitment.

### **Principal objectives**

1. To ensure that signage is consistent across college campuses.
2. To ensure signage contains appropriate Bow Valley College branding when relevant.
3. To make clear who is responsible for taking down signage that is no longer needed.
4. To set out in procedure general etiquette in the use of signage.
5. To advise when physical signage might be appropriate. Learners and employees must be conscious of other more efficient and environmentally friendly methods of communication.
6. To ensure that learners and employees are aware of approved spaces where signage can be posted.
7. To ensure that learners and employees are aware of prohibited spaces and methods in regards to posting signage.

### **Compliance**

Members of the college community are expected to adhere to the policies, procedures, and standards established by the college. These policies are designed to foster a safe, respectful, and inclusive environment that supports learning, teaching, and professional integrity.

Non-compliance may create risk for the college and will be addressed accordingly through applicable college policies, procedures and contracts. This may result in disciplinary action, up to and including termination for employees and expulsion for students.

## Definitions

**Exterior signage:**

All outside signage including but not limited to: building mounted identification signs, freestanding identification signs, freestanding directional signs, campus gateway signs, street signs, regulatory and warning signs, campus orientation signs, interpretive signs, map kiosks.

**Permanent signage:**

All interior and exterior signs that are affixed to buildings as well as all freestanding monuments, posts, or plaques.

**Signage**

This can refer to permanent, exterior or temporary signage.

**Temporary signage:**

Any poster, notice, placard, leaflet, sticker, banner, flag, or portable sign (including easel) that is designed to convey information or provide direction for a limited amount of time, posted either internally or externally.

## Data sheet

### Accountable officer

The Executive Team member responsible for Campus Services

### Responsible officer

Director, Campus Services

### Approval

See “Development Framework” for approvers of policy, procedures, and guidelines.

### Contact area

Campus Services

### Relevant dates

Approved	Executive - EXT250204-03
Effective	February 14, 2025
Next review	February 2028
Modification history	
Verified By	Office of the President, January 2025*

### Associated policy(ies)

Branding Policy  
Marketing Policy

### Directly related guideline(s) (if any)

Bow Valley College Brand Standards  
Bow Valley College Writing Style Standards

### Related legislation

### Attachments (optional)