# Signage Procedure

**Parent policy**
Signage Policy

**Purpose**
This procedure aims to ensure 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 procedure 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.

**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.

**Procedures**

1. Permanent signage
   1.1 These signs are directly managed by Campus Services and must not be tampered with or removed.
   1.2 Departments are responsible for the cost of the removal of permanent signage. Contact logistics in Facilities to coordinate the work to be done.

2. Exterior signage
   2.1 College community members are not permitted to post signage on the exterior of any campus belonging to the college.
   2.2 All signs on the exterior of the building including, but not limited to, digital signs and temporary signs, must be coordinated with Campus Services/Facilities. Most exterior signs as well as interior signs that face outwards require City permits.

3. Temporary signage
   3.1 These signs must be used only temporarily and are not intended to be used in place of standard signage.
   3.2 Bow Valley College may restrict expression that it reasonably believes violates the law, including public incitement of hatred willful promotion of hatred, defamation, harassment, a threat or an unreasonable invasion of an individual's privacy.
   3.3 Creators of temporary signage are responsible for taking down when no longer required.

3.4 Signage relating to events can be placed on easels that can be set up one day before the event in approved locations and removed within 24 hours of the event completion. If your department does not have an easel, a request can be made via ServiceNow.
3.5 No surface-damaging adhesives (e.g. glues, construction adhesives, tape or tacky) or surface-penetrating fasteners are to be used to display temporary displays of any kind. Signs must not be posted on any painted walls, wood doors, classrooms, windows or cement columns.
3.6 Temporary signs shall not obstruct permanent signs, windows, doors, or ventilation grilles.
3.7 Members of the college community must explore all communication methods, as in some cases it may be more cost-effective and meaningful to utilize digital communication channels.
3.8 Bulletin boards
3.8.1 Student Services is responsible for all bulletin boards attached to walls in common spaces.
3.8.2 Student Association Bow Valley College (SABVC) is responsible for two freestanding bulletin stands identified with SABVC signage.
3.8.3 Staff who post signage in staff lounges are responsible for removing signage when no longer relevant.

4. Room Identification
4.1 Classrooms must have bulldog clips under the room number. All signage must be placed under the bulldog clip and removed within 24 hours of its installation. If someone writes on the glass sidelight with a whiteboard eraser marker, they must erase it before the end of the day.

5. Electronic displays
5.1 Marketing and Recruitment is responsible for all the digital BVCTV monitors throughout the campus.
5.2 Marketing and Recruitment is responsible for the two exterior digital signs.
5.3 School of Technology is responsible for the digital screens outside of and inside the Esports Arena.
5.4 Departments are responsible for managing digital screens that are located within department spaces.
5.5 The internal BVCTV network operates through a slide submission request form available through college connect. The user answers questions about the display duration, and attaches the digital artwork, and this information is received by the Creative Team who reviews the request and post the material using the Omnivex Ink platform.
5.6 There are some “departmental” screens located in the reception areas of some Schools/Faculties and the content for these are controlled by their respective departments, although brand vetting still takes place when their content comes through the Marq online templating system that is available to some BVC users.
5.7 The two outdoor digital billboards (on West and North campuses) are solely controlled by Marketing. These are used in conjunction with broader external BVC campaigns. Sometimes a non-campaign slide may go up once a Marketing Officer is consulted. The City of Calgary has stipulated that only static images can be shown on these billboards as per the bylaw.
5.8 The Jumbotron display located on floor one South Campus is controlled by Marketing. The location of this display (i.e., it’s predominantly for students but has visibility to the public) will show content that is a mix of internal and external messaging. Videos are allowed on this unit.

5.9 BVC currently has four LED pillars that are mobile and can be used as wayfinding devices, event promotion, or creating brand awareness around campus. Content for each unit is uploaded/removed by ITS upon request by Marketing.\

5.10 The food service has several digital displays on campus that are not overseen by the college. They are maintained and updated by the food service provider (i.e.: second-floor south campus, first-floor north campus).

6. Filming on campus

6.1 Students and employees wishing to film on campus must post signage to indicate that filming is taking place. In most cases an easel will be an appropriate form of signage. If your department does not have an easel, a request can be made via ServiceNow.

## Definitions

**Easels:**
An upright tripod frame is used for displaying or supporting something approximately 4 feet high.

**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.

**Digital Interior Signage:**
Digital signage that is inside of the building that is either for building occupants or digital signage that is facing outside of the building for public view.

**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

## Relevant dates

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

## Related policy
Signage Policy

## Associated policy(ies), procedure(s), and guideline(s)
Branding Procedure
Marketing Procedure
Bow Valley College Brand Standards
Bow Valley College Writing Style Standards

## Related legislation

## Attachments