

UNIVERSITY LIBRARIES SIGNAGE POLICY- TASK FORCE REPORT

SUMMARY OF FINDINGS:

The University Libraries Signage task force met on Wednesday, June 21, 2006 to discuss new signage options. Below is a summary of our findings:

- 1) We found that we have a tremendous amount of redundancy with respect to signage in many areas. This leads to confusion, mental fatigue (i.e. information overload) and ultimately reduces the effectiveness of the signage in conveying information to patrons.
- 2) Even in areas where redundancy is not a problem, the signage is often inconsistent with regard to style, color, font etc.
- 3) In other areas, there is signage that is redundant, ineffective or irrelevant.
- 4) There are lots of cases where signs were made from computer printouts with clip art and graphics, laminated, and taped to walls, glass, doors, and other surfaces. These signs not only contribute to the redundancy mentioned previously, but are also unattractive and are damaging many of the surfaces to which they are taped.
- 5) We need a policy that provides for aesthetically pleasing and functional signage that is consistent across all public areas.

NEW SIGNAGE POLICY

Below are the requirements for the new signage policy and exemptions.

COLOR SCHEME: All signs will be required to have the same font and color scheme (Red Background, White Letters) as the required ADA room number and exit signs already present in Helm Cravens Library. Paper signs (see below) will comply with a modified font and color scheme but will not have graphics or clip art.

ROOM, BUILDING AND DIRECTORY SIGNS: Those signs that identify a room, special area, building, or directory signs will be of the format specified above. In many cases the pre-existing red ADA compliant

signage will be adequate and all other redundant signage can be removed. Replacement signage will be ordered and installed to comply with the signage policy as needed.

POSTERS, MAPS, AND OTHER PRINTS: While these items obviously will not be compliant with the color scheme, they must be framed if on public display. They absolutely must not be taped to glass, doors, walls or any surface whatsoever. Unless they are already framed, when framing, we prefer that all frames be black for posters, maps, and prints if possible. **Purchased art with custom framing is exempt.**

PAPER SIGNAGE: No tape whatsoever should be used to attach signage, laminated or otherwise, to any surface. No graphics or clip art. Public windows, glass walls, doors, columns, or walls in general will no longer be used for the purpose of paper signage.

It is often necessary for paper signage to be used for the purpose of locating special materials, providing instructions etc. In this case paper signage may be used, but it must comply with the following:

1) Font: **Antique Olive** or **Arial** if Antique Olive is not available. (Antique Olive is an approved ADA font).

2) Color: Black type surrounded by a red border. (see attachment for sample and instructions for creating a sign with a border in Microsoft Word)

3) Sign Holder: Instead of taping the sign to the wall, paper signs will be required to be placed in standing plastic sign holders. Please see the Facilities Specialist for samples that can be ordered.

4) It may be necessary for some paper signs that are essential and not redundant to be replaced by custom plastic signage that is in compliance with the signage policy.

BULLETIN BOARDS: The appropriate place for paper items, announcements, posters, etc

EXEMPTIONS: Below are exemptions to the signage policy that follows.

Non-Public Areas: In offices that are not frequented often by the public, or areas that are not frequently accessed by the public- such as offices, DLTS, staff lounges- compliance is not necessary but encouraged if possible.

Stacks: Because the call letters for stacks have been done very neatly, and because of the labor involved, they are exempt, although we would prefer future changes to be brought into compliance with the signage policy if possible.

Out of Order, Emergency, Building Closures etc: These types of signs may be printed and applied using tape as necessary. If it is not an emergency or after hours and you are not sure, check with the Facilities Specialist for clarification.

OTHER SUGGESTIONS:

- 1) Placement of suggestions and questions responses in an area that is more conducive to public viewing.
- 2) Purchase of flat screen televisions for general announcements, general library policies or procedures, directions, etc. This would obviate the need for many of the paper signs that we currently have all over the building.

IMPLEMENTATION:

There will be several phases of implementation of this new policy.

PHASE 1: Immediate removal of all paper and laminated signage not compliant with the University Libraries Signage Policy and replacement with compliant paper signage if not redundant and only if necessary. To be implemented immediately. (i.e. we do not need multiple signs indicating lap top check outs, etc.)

PHASE 2: Removal of redundant room, area, and building signage. Non-redundant but necessary signage will remain until replacement signage can be purchased and installed. To be implemented ASAP.

PHASE 3: Cleaning and repainting of walls where old and redundant signage was removed. Replacement of all building, room, and area signage with new signage.

PHASE 4: Follow-up for remaining signage that is out of compliance or needs updating.

Signage questions can be brought to the Library Facilities Specialist, which can then be taken to the University Libraries Signage Task Force if necessary.

HOW TO MAKE A COMPLIANT PAPER SIGN

- 1) BEFORE TYPING, select font '**Antique Olive**' or **Arial** if Antique Olive is not available.
- 2) On toolbar, select **FORMAT→BORDERS AND SHADING**
- 3) In dialog box, select **3-D** for the border setting, select **RED** for color, select **6pt** for border width. Select **OK**
- 4) Begin typing in red border, which will expand with the size of the document.
- 5) Place sign in approved sign holder.

DO NOT TAPE TO ANY SURFACE