



Operating Policy and Procedure

OP 16.005 Campus Signage, Displays, and Wayfinding Policy

DATE: August 20, 2025

PURPOSE: This policy governs the design, installation, functionality, and maintenance of all interior and exterior signage and displays at Kellogg Community College. The purpose of the policy is to designate the appropriate processes for the creation, purchase, installation, and maintenance of campus signage and display materials on College property.

REVIEW: This policy, along with all associated forms, work orders, and guideline documents, will be reviewed by the Marketing and Communications Department every two years in odd-numbered years.

POLICY/PROCEDURE

1. Policy

- a. Kellogg Community College will provide a welcoming environment for all persons by using permanent and temporary signage and display materials to communicate relevant and necessary information. Campus signs and displays at KCC will assist visitors by providing clear and accurate information and directional wayfinding as they navigate to, from, and within the College's physical environment. Campus signage and displays will communicate information clearly while abiding by logo usage, and stylistic and brand design guidelines as defined by the Marketing and Communications Department. Materials also will comply with all applicable local, state, and federal laws, including the Americans with Disabilities Act (ADA) and laws governing vehicular traffic control.

2. Scope

- a. This policy applies to all Kellogg Community College employees, students, departments, registered student organizations, guests, and lessees.
- b. This policy applies to the following signage and display types, including but not limited to:
 - i. Signage outside of buildings, including parking signs, building names, letters attached to building exteriors, electronic displays, gateways, monuments, trail markers, bench plaques, tree plaques, and any signs designed into the landscape or anywhere else on campus grounds.
 - ii. Signage inside of buildings, including those indicating exits, entrances, restrooms, classrooms, office spaces, workspaces, stairways, waiting areas, network services, campus policies, building directories, building dedications, donor recognitions, hallway directories, walkway directories, campus maps, emergency phones, closets, menus, service desks, and equipment.

- iii. Temporary signage and displays inside and outside of buildings, elevators, restrooms, hallways, and on windows; including digital monitors, free-standing displays, banners, posters, chalk messages, tabletop displays, wall graphics, flyers, and bulletin boards, etc.
 - iv. Vehicular traffic-control signs, including those in or alongside campus roadways, walkways, and parking areas.
- c. This policy does not apply to emergent signage (“out of order” or “building temporarily closed” signs, et al) or to sculptures, paintings, photographs, and other works of art, including their affixed labels, which are produced by students and faculty and installed according to the standards of the Art on Campus Committee, working in conjunction with the Institutional Facilities and Marketing and Communications departments.
 - d. This policy does not supersede the College’s Commercial Solicitation Policy, Freedom of Expression Policy, or External Advertising Policy, which identify certain allowable activities on College property.

3. Definitions

- a. **Campus sign or display:** Any material or device, anchored or affixed to College property in any fashion, that displays information using words and/or images.
- b. **Welcoming:** To greet the arrival of a person with politeness and courtesy.
- c. **Informative:** To provide knowledge in a way that is instructive.
- d. **Permanent signage or display:** Any sign or display constructed to be of lasting and enduring condition, remaining unchanged, beyond normal wear and tear, in character, condition, and position, and in a permanent manner affixed to the ground, a wall, or a building, for a period of at least one year.
- e. **Temporary signage or display:** Any sign or display constructed for short-term use for a period of less than one year.
- f. **Emergent signage:** Any sign or display installed to convey urgent information regarding unexpected interruptions in campus operations, such as building access, restroom usage, water service, and construction zones.

4. Sign Design and Development

- a. Except as otherwise identified in this policy, College departments are not allowed to install or place non-emergent signage anywhere on KCC property without approval from Marketing and Communications.
- b. All requests for the design, printing, manufacture, purchase, or placement of signs should be directed to the Marketing and Communications Department via its online work order system.
 - i. Marketing and Communications will determine whether a given request complies with the brand standards and guidelines.

- ii. Marketing and Communications will consult with appropriate departments, including Institutional Facilities and Finance, as needed to determine whether a given request is needed and a fiscally appropriate use of College resources.
- iii. Marketing and Communications will consult with Institutional Facilities to determine the exact placement, purchase, and installation process and timeline for all approved signs and displays.

5. Sign Expenses

- a. Marketing and Communications will manage a fund within a College cost center for the purpose of purchasing materials and services related to the installation of signage and displays, at its discretion, costing up to \$200 per unit.
- b. Institutional Facilities will, on behalf of the institution, manage a fund within a College cost center for the purpose of purchasing materials and services related to the installation, maintenance, repair, and upkeep of signage and displays.
- c. Fund allocations associated with the purchase of signage costing more than \$200 per unit, including structural/building signage, large wall graphics, etc., will be determined via discussions among the relevant parties and/or the IPS Council, depending on the cost and requirements of relevant College policies and procedures.

6. Sign Maintenance

- a. Institutional Facilities will inspect, on an ongoing basis, all campus signage and displays and determine whether any given material requires cleaning, maintenance, repair, or modification in order to remain in compliance with the Campus Signage, Display, and Wayfinding Policy.
- b. Institutional Facilities will, to the best of its ability, ensure that all materials remain clear of obstructions, debris, deterioration, discoloration, and damage. This includes the upkeep of lawns, shrubs, trees, landscaping, and irrigation systems in areas near signs and displays.

7. Forms

- a. Signage requests should be made via the Marketing and Communications work order system at printshop.kellogg.edu.

8. Roles and Responsibilities

- a. Marketing and Communications will oversee all sign development at KCC by providing creative guidance to College departments and personnel and, as needed, provide design and writing/editing services to ensure compliance with the Campus Signage, Display, and Wayfinding Policy and brand standards. This oversight will be provided in collaboration with Institutional Facilities.

- b. Institutional Facilities will oversee the installation, maintenance, and repair of all signage by directing regular and contract personnel to routinely inspect, clean, and repair signs across the College.
- c. No individual or department may install or affix any sign or informational display of any kind – permanent or temporary – publicly on campus without the approval of the Marketing and Communications or Institutional Facilities departments.
- d. Postings affixed in employee-only break areas, offices and cubicles, or to Student Life and department-specific bulletin boards and entry spaces (e.g. office doors/windows), are excluded from this Policy, but any such postings must be approved and installed by the respective departments and may be subject to other applicable KCC Policies (such as OP 12.001 – Employee Standards of Conduct or OP 30.001 – Student Code of Conduct). Bulletin board use authorized by a collective bargaining agreement is subject to the terms of the agreement.
- e. Finance will work with the Institutional Facilities and Marketing and Communications Departments to determine the appropriate budget for signage to ensure fiscal responsibility and compliance with the Campus Signage, Display, and Wayfinding Policy.
- f. Public Safety will provide guidance as needed in the development or replacement of any signage or display that has the potential to affect campus security in any way.
- g. Marketing and Communications will consult with other departments as needed to determine whether any given sign is noncompliant with the Campus Signage, Display, and Wayfinding Policy.
- h. Marketing and Communications may order the removal or modification of any given sign or display that is non-compliant with this Campus Signage, Display, and Wayfinding Policy or brand standards.

9. Related Information

- a. KCC brand standards
- b. The Marketing and Communications work order system

10. Right to Change Policy. The College reserves the right to interpret, change, modify, amend or rescind this policy, in whole or in part, at any time, without prior notice or the consent of the employee.

11. Approval Date: August 20, 2025