



Signage Request Procedure

USG Procedure

I. Purpose and Applicability

This procedure outlines the steps to request assistance with the design, procurement, and installation, and/or approval of signage on the USG Campus in accordance with Signage Policy 2a (5.00).

This procedure does not apply to signage managed by the Center for Student Engagement and Financial Resources including social media, TV display screens, or e-newsletters.

II. Definitions

- A. *Signage Workgroup*: representatives from Marketing & Communications, Administration, and Facilities who are responsible for reviewing and approving signage requests.

III. Signage Request Procedure

- A. All USG departments and university partners are required to submit the [Signage Request Form](#) for approval, design, purchasing and/or installation assistance for the following signage:
 - 1. Permanent Interior Signage such as rail/photo boards, plaques and aluminium lettering, donor recognition signage, institutional installations
 - 2. Temporary Interior Signage such as banners, pop-up displays, window decals, and the BSE Dry Erase Wall
 - 3. All Special Signage as outlined in the Signage Policy 2a (5.00).
 - 4. Digital signage such as the LED Garage Sign, video walls, and digital wayfinding kiosks
- B. Requests must be pre-approved by the USG Departmental Director or a university partner representative with decision making authority.
 - 1. Requestors are responsible for all costs associated with printing, fabrication, and installation, unless otherwise included as part of a special project budget (such as for a new facility).

2. Signage projects can be paid through a KFS or R*Stars account number, journal entry or procurement card. For procurement card purchases specifically, Marketing and Communications will require the requester to reach out directly to the vendor for payment.
- C. USG Marketing and Communications can provide limited design services with an estimated four-week turnaround time.
 - D. Submitted requests are received by Marketing and Communications which will review the request. A consultation meeting may be required to gather additional information or answer questions.
 1. Select requests may be vetted through the Signage Workgroup for additional review.
 - E. Once the request is approved, Marketing and Communications will notify the requestor.
 1. If applicable, Marketing and Communications will coordinate the production/fabrication of the signage, unless the requestor is approved to use an outside vendor of their choosing.
 2. Requests for installation only will be reviewed by a member of the Facilities Management Team for an assessment of location and height. Marketing and Communications reserves the right to review all signs before installation to ensure consistency and conformance with USG Brand Guidelines.

IV. Requests for Office Name Plates

- A. Requests for Office Name plates should be submitted via the [Workspace Assignment and Resource Access](#) form.

V. Related Documents

- A. [Facilities Work Request Form](#)
- B. [Signage Request Form](#)
- C. [USG Brand Guidelines](#)
- D. [Workspace Assignment and Resource Access Form](#)