INTRODUCTION

Willamette University requires an effective system of visual communication that projects a uniform institutional identity, while at the same time integrating well with the present and future campus environment.

Good signage provides a harmonious and aesthetically pleasing arrangement in the following three areas of design:

1. Communication: What signs say, to whom, and for what purpose; how they say it; where the signs are located and how well signs communicate.
2. Graphic Design: How typography, maps, diagrams, iconic and coded symbols and colors are used to organize information and emphasize messages to help create an overall visual identity.
3. Sign Design: How signs are fabricated and installed, their size and shape, how they are maintained and integrated within the WU physical environment and how they work within the scope as defined by the Land Development code for the City of Salem/State of Oregon.

There are nine (9) basic sign elements according to function or based on the information they provide:

1. Facilities Identification: Primary and secondary WU building signs.
2. Way Finding Identification: panel boards, kiosks, you are here, sandwich boards and directional signs providing informational and directional signs for the campus users and visitors.
3. Historical Identification
4. Memorials
5. Parking Identification
6. Regulatory/Accessible Identification
7. Illuminated Identification
8. Temporary Identification
9. Banner Plan

All WU signage shall be designed and installed by Facilities Management to ensure all sign standards are followed.

SIGN POLICIES

1. GENERAL

WU’s sign policies follow the City of Salem Land Development Code, Salem Sign Code, and Chapter 900. In addition, the policies written in this plan are governed by the 2009 Campus Master Plan.

All signs and sign structures shall comply with the standards identified in the WU Campus Sign Plan. Signs that already exist upon adoption of the sign plan will continue to be in effect. If an existing sign is replaced, then the sign plan policies apply. Permanent signs required by a project but not referenced here shall be submitted to Facilities Management for approval.

All other sign requests not included in this document must be submitted to Campus Planning for approval.

2. FACILITIES IDENTIFICATION

This section contains the requirements for exterior signs used in establishing identity and communication. These types of signs are used to welcome visitors upon arrival to the campus and to provide building identification.

2.1 No exterior sign shall exceed 200 square feet in area.

2.2 Primary Identification: Recognized main building entrance.

2.2.1 Campus Portals: The entry portals to the campus are an important part of the WU way finding experience and appropriate design of these gateways can enhance a visitor’s arrival to WU. These signs are unique in design: therefore the design and location of the signs will be determined by Campus Planning. There are currently six (7) identified portals.

1. State Street & Winter Street
2. State Street & 12th Street
3. 12th Street & Bellevue Street
4. Bellevue Street & Winter Street
5. 12th Street & Mill Street (TIUA)
6. Pringle Parkway & Ferry Street
7. Mission Street (Entrance to McCulloch Stadium)

2.2.2 Monument Signs: These signs are considered the main building identification and will only include building name, abbreviation and street address.

2.2.3 Minimum setback for primary identification signs from the curb face shall be two (2) feet.

2.2.4 Minimum separation between primary identification signs shall be 100 feet.

2.3 Secondary Identification: These signs will be used to recognize secondary building entrances. They will be building mounted and identify building name and abbreviation, and if appropriate a directional reference. (i.e. East Entrance).

3. WAY FINDING IDENTIFICATION

These signs are to identify building and area locations around campus. Examples of way finding signs that can be found at WU are listed below:

3.1 Panel Boards: These signs are larger than directional signs and are typically displayed at ground level for both pedestrian and automobile traffic.

3.2 Kiosks: These signs are used as way finding for a variety of venues such as buildings, parking, shuttle stops, etc.

3.3 You Are Here: These signs include a reference map and may be incorporated into kiosks to assist mostly pedestrian traffic for locating specific buildings and/or locations on campus.

3.4 Sandwich Boards: These types of signs are typically temporary in nature and are used to publicize an event.

3.5 Directional Signs: These signs provide direction to parking lots, buildings, and athletic and/or event facilities within a specific location. The polices below apply:
3.5.1 Minimum clearance for these signs located above a pedestrian walkway shall be 10 feet. If a directional sign is attached (such as building, light post, etc.) these two policies apply:

3.5.1.1 If the attached sign projects more than 6 inches, the minimum clearance above a pedestrian walkway shall be 7 1/2 feet;
3.5.1.2 If the attached sign projects more than 1 foot, the edge of the sign face closest to the building shall not project more than 6 inches;
3.5.1.3 No attached sign shall project more than 8 feet from the building face.
3.5.1.4 No direction signs are to be attached to any historic building. (Refer to Salem Historic Landmarks Commission regulations)

4. MEMORIALS

Memorial signage is governed by the policies and procedures set forth by the Office of Advancement Services.

The types of memorials that are approved for placement on campus are site furniture with plaques or trees.

4.1 Guidelines

4.1.1 The person or event being memorialized shall have a long-term significance to the University’s function, direction, or evolution (e.g., staff and faculty, students, benefactors, campus history).

4.1.2 The subject has timeless qualities that will be meaningful to future generations and enrich the campus experience.

4.1.3 Memorials should benefit the University as a whole.

4.1.4 Memorial messages should identify the person or event with a brief description of the contribution.

4.1.5 Memorials will not require maintenance beyond that typically occurring on campus.

4.1.6 For memorials affixed to buildings, this sign type may be placed on the exterior face of the building, near the primary entrance of the facility.
4.1.7 Submit a request for conceptual design to University Communications and then submit a written request with the approved conceptual design to the Campus Planning Committee for approval of site location.

5. PARKING IDENTIFICATION

5.1 Oregon Department of Transportation industry standards will define this type of parking signs.

6. REGULATORY/ACCESSIBLE IDENTIFICATION

6.1 These signs identify accessible and inaccessible building entrances. At each inaccessible entrance, a directional sign will be provided to direct disabled users to the nearest accessible entrance. The signs shall comply with the ADA Standards for Accessible Design in effect at the time of proposed installation.

6.2 For new buildings, the project manager responsible for the construction of the buildings must ensure that all external and internal accessible signage will be included as a cost to the project.

7. ILLUMINATED IDENTIFICATION

7.1 Illuminated signage is limited to locations or buildings that have student activities during the evening, athletic events and for way finding for emergency services.

8. TEMPORARY IDENTIFICATION

These signs typically advertise or publicize short-term events on campus.

8.1 Events: A sign can be placed for a WU recognized and/or sanctioned event.

8.1.1 Event signs will typically be on sandwich boards, but may include fliers posted in approved places around campus. Location of sandwich boards or other temporary signage needs to be sited in compliance with ADA access standards.

8.1.2 Signs must be placed no sooner than 3 weeks before the event, and must be removed no later than 3 days after the event.

8.1.3 Campus Grounds Department must be contacted for any signs that require in ground placement to prevent damage to university irrigation or utilities. Contact the department through the Facilities Management Office at (503) 370-6003.

8.2 Any sign that is displayed as a result of paid advertising or sponsorship must be first approved by Office of Advancement Services prior to signed agreement.
9. WILLAMETTE BANNER PLAN

The university offers units/colleges the opportunity to use outdoor lamp post banners as a way to communicate messages to students, faculty/staff and visitors. The WU Banner Plan identifies the parameters for artwork, message and placement to guarantee that banners are used for WU-appropriate information, and represent the university with an overall institutional message. Lamp post banners should be used to celebrate and recognize WU achievements, promote events and support academic strengths. Banners should not focus on specific departments or programs, but promote a broader message. The following content criteria are suggested when developing concepts for WU lamp post banners:

- Celebrating student life
- Faculty Success
- Academic or historic milestones
- Notable alumni
- Large public campus events – Cardinal & Gold Day, Reunion Weekend, Commencement

9.1 Request and design for lamp post banners must be made through the Office of University Communications. Placement of Banners must be facilitated through Facilities Management.

9.2 Approved lamp post banner Locations. Banners will be placed in main thoroughfares on campus and in areas that experience large numbers of traffic and/or pedestrians. The following areas identify the approved banner locations:

9.2.1 The Quad
9.2.2 Jackson Plaza/UC/Goudy
9.2.3 State Street
9.2.4 Winter Street
9.2.5 Visitors Parking lot

9.3 Design and Message. Lamp post banner designs will be developed by the Office of University Communications and will be responsible for final approval of all designs to ensure compliance with the university’s Graphic Identity Guidelines.

9.4 Banner Placement. Banners must be mounted in frames to a campus light pole.
9.4.1 If the banner is for an event, the sign placement and removal is the same as outlined in section 8. Temporary Identification.

9.4.2 If the banner is for informational purposes and remains on a light pole for a period of time (e.g. over 6 months), then a request to continue the display of the banner can be made 2 weeks prior to the end of the time limit through the Office of University Communications.

9.5 All traditional banners placed on any campus building must be first approved by the Office of Scheduling, Events and Conferences prior to installation.

10. GRAPHIC STANDARDS

The graphic standards for WU signage will provide uniformity throughout campus. Each sign will be categorized by function and size.

Message design, nomenclature and application will be standardized according to the appropriate campus policies as identified in the WU Campus Master Plan and the WU Graphic Identity Guidelines. Message legibility is considered from the perspective of a variety of users: visitors, university community, vendors and service visitors, people with vision impairment and people with mobility impairment, and other users.

10.1 WU Logo. The Willamette University logo will not be added to primary facilities identification signs, as logos can change in design over time.

10.2 Primary Facilities Identification Signs

10.2.1 Portal Sign Design. The entry portals to the campus are an important part of the way finding experience and appropriate design of these gateways should enhance the sense of arrival for WU visitors.

10.3 Monument Sign Size

10.3.1 There are three (3) sizes for WU Monument signs. The size of the sign is determined by its location in proximity to the WU campus boundary as defined by the WU Campus Master Plan.

10.4 Lettering

10.4.1 Consistency of typography is one way to create a consistent look when communicating across campus. Willamette University main building signs use the Avenir typeface. The typeface is traditional in nature, and its use on facilities identifications provides design continuity.
10.4.2 Lettering heights vary depending on the type of signage. Contact Campus Planning for information about lettering heights.

10.5 Height: The height of the top of signs shall be as follows:

10.5.1 Building signs; (5 feet)
10.5.2 Primary/Secondary; (3 feet)
10.5.3 Panel Boards; (3 feet)
10.5.4 Sandwich Boards; (3 feet)
10.5.5 Kiosks; (5 feet)
10.5.6 Directional Signs; (ODOT Standards)
10.5.7 You Are Here; (5 feet unless otherwise placed in approved locations.)

11. SIGN LOCATIONS

11.1 Signs will be placed in standard locations where they can easily be found. Wherever possible, signs will be placed together in a unified system to avoid clutter to the landscape. Site signage will be located so as not to become an obstacle or to conflict with exit signs or pedestrian traffic.

11.2 ADA signage locations shall comply with the ADA Standards for Accessible Design in effect at the time of proposed installation.

11.3 Signs will be placed to allow safe pedestrian clearance, vertically and laterally.

11.4 Site location should avoid conflict with door openings or vehicular operations.

11.5 Signs will be located wherever possible in the “natural line of vision.” Consideration of those with limited head mobility and reduced peripheral vision will be given.

11.6 Interior signage will be placed where it can easily be found.

11.6.1 Directories should be placed near building entrances and stairwells/elevators.

12. CAPITAL AND RENOVATION/REMODEL PROJECTS

Capital and renovation/remodel projects are required to provide basic signage for the functioning of the building. This includes the following types of signs:

12.1 Facilities Identification: At least one sign at the primary entrance to the building.
12.2 Regulatory/Accessible Identification: This provides ample way finding to meet functional ADA signage for room numbers, and general public facilities such as rest rooms, stairs and elevator.

12.3 Building Directory: At least one directory near the primary entrance should be posted to serve the entire building.

12.4 In some cases, campus buildings may require more than the minimum signage as outlined above, and often must accommodate special needs related directly to the function or type of building being constructed. Signage must be in place to meet the special needs beyond the functional signage. Some examples include:

12.4.1 Sports facilities or theatres will require section numbering and/or seat numbering;

12.4.2 Multiple occupancy facilities may require additional directory boards and way finding signage to assist future visitors;

12.4.3 Structures that are architecturally complex may require additional way finding than a simple structure;

12.4.4 Those facilities having “flexible space” characteristics may need more flexible signage than a standard classroom building;

12.4.5 Facilities containing laboratories, research space, hazardous materials storage, high security areas, etc. may require additional signage for advisories or warnings. These signs should be considered in the planning of the building and identified in the construction document.

12.5 Capital construction projects shall provide funding to pay for signs associated with each project.

12.6 In capital construction projects, the project manager shall be responsible for contracting manufacture of and for placement of the signs on campus in compliance with the policies and specifications outlined in this document.

13. SIGN REQUESTS OR UPDATES

Request for signs can be made through Campus Planning. Contact (503) 370-6112 campus-planning@willamette.edu

14. DIGITAL SIGN BOARDS

All campus digital signs are required to follow the Electronic Sign Policy for content display.