

Exterior Temporary Signage Standards

Updated January, 2024

Exterior temporary signage is under the purview of the Landscape/Exterior Space Review Team (LRT). Types of exterior temporary signage permitted on campus are below*.

A. BUILDING MOUNTED WALL BANNERS
Campaigns and Events



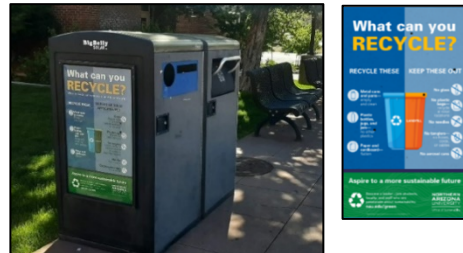
B. TEMPORARY WAYFINDING SIGNAGE
Wayfinding for Campus Events



C. ON-CAMPUS EVENT BANNERS
Campus Events/Activities and Announcements



D. INSERTS ON BIG BELLY RECEPTACLES
Campus Sustainability Promotion



E. CONSTRUCTION, PARKING, ROAD or SIDEWALK CLOSURE SIGNS
Construction Projects and University Transit Services



F. JOBSITE SIGNAGE and SITE WRAPS
Active Construction Projects



G. ADHESIVE SIGNAGE ON BUILDINGS, WINDOWS, SIDEWALKS or SITE FEATURES
Wayfinding for University departments



* Also see University Marketing's On-Campus Brand Presence Policy at <https://nau.edu/university-marketing/marketing-resources/marketing-policies-guidelines/>

All Banners and Temporary Sign Displays are to meet the following requirements:

1. Graphic design for all signage types to be approved by University Marketing (UM), including artwork, messages, content, font, layout/composition and resolution. All requests for UM's artwork review and approval should be submitted through "Design review request" at <https://nau.edu/marketing/resources/request-support/>.
2. Design, installation, location and duration of display must be in compliance with all standards. If signage varies from UM approved templates, or from LRT pre-approved locations or routes for recurring events, they shall be submitted to applicable department for approval:
 - a. Building Mounted Wall Banners: Landscape/Exterior Space Review Team (LRT).
 - b. Temporary Wayfinding Signage: Marketing to approve template variations. Landscape/Exterior Space Review Team (LRT) to review and approve locations if not where pre-designated.
 - c. On-Campus Event Banners: Campus Event Operations and Support.
 - d. Poster Inserts on Big Belly Receptacles: LRT and Office of Sustainability.
 - e. Construction, Parking Lot, Road, or Sidewalk Closure Signs: Facility Services Planning, Design and Construction (FS-PDC), and University Transit Services (UTS). Variations to be per Marketing approved templates.
 - f. Jobsite Signage and Site Wraps: Managed by Facility Services Planning, Design and Construction. Artwork to be created by UM or utilizing UM created templates.
 - g. Campus Light Pole Banners, including street and pedestrian walkway light pole banners: Managed by University Marketing for university-level branded messages only.
 - h. Bus Shelter Poster Displays: Managed by Marketing, maintained by University Transit Services.
 - i. Adhesive Signage and Other Miscellaneous Signage: LRT to review and approve.
3. LRT Submittal Requirements:
 - a. Space Allocation Request form (SAR): name and contact information of sponsoring group.
 - b. A pdf of proposed sign design and approval of artwork by Marketing.
 - c. Quantity of proposed signs and location map or list.
 - d. Display dates.
 - e. Party or group responsible for installation and removal.
 - f. Attachment method.
 - g. Department speedchart number.
 - h. Submit request at least 8 weeks prior to desired date of installation**.
4. Installations on or within the proximity of buildings shall be coordinated by requestor with respective building managers to ensure there are no conflicts with functions during the time of display, however, approval of displays, including content/graphics, duration/dates, size and orientation, maintenance, and attachment methods are under the purview of LRT.
5. Not intended for commercial advertising, promoting political candidates, parties or issues, or identifying, advertising or promoting any religion. Departments or organizations may not extend their University affiliation to include for-profit entities to market or promote goods or services, with the exception of sponsors approved by University Purchasing and Contracts who have an official contract with the University and Presidential approval.
6. Lighting of signs is not permitted.

***In special circumstances, expedited reviews may be provided by LRT/SSPC, however requestors should not rely on an expedited schedule and should allow a minimum of eight weeks for submittals to be reviewed by LRT and SSPC.*

A. BUILDING MOUNTED WALL BANNERS
Campaigns and Events

1. Display duration is limited to one to two semesters for campaigns, and four to six weeks for campus-wide events.
2. Artwork approval to be obtained through University Marketing (UM). UM only accepts artwork approval requests approved by LRT. All on campus building banners must be printed through the university's Printing Services unit.
3. Material to be used should be display knot cloth, or mesh with webbing on all sides. Vinyl window clings or stickers are not permitted unless for a Marketing campaign with LRT approval.
4. Banners cannot cover windows, doors, lighting or other architectural elements or details.
5. Attachment method to be approved by LRT and coordinated with Facility Services Carpentry. Where existing anchors are not in place, mounting method to be anchors at base of banner anchored into adjacent ground plane surface, with top of banner secured behind top of wall where feasible; drilling of new holes into walls should be avoided. Existing anchor systems to be used where in place and banners sized accordingly.
6. Alternative attachment methods must be used for all sandstone and metal buildings. Drilling into sandstone and metal is not permitted due to risk of damage to buildings.
7. Work Order is required through Facility Services Work Control Center, to be charged to requestor's department. Installation and removal to be performed by Facility Services Carpentry by submitting a work request at <https://in.nau.edu/facility-services/>.
8. Requestor is responsible for maintaining banners in good condition for duration of display. All costs associated with maintenance, removal and replacement are the responsibility of the requestor's department. Damaged banners must be promptly removed when directed by LRT or SSPC. Facility Services reserves the right to remove damaged or poorly maintained banners, and banners causing damage to buildings.
9. Requestor is responsible for all costs associated with cleaning, painting, refinishing, or other damage caused from banner installation or removal. Display period may be modified or terminated if damage occurs to building due to display. If repairs are necessary, they shall be as determined by Facility Services. Requestor shall be responsible for the associated cost of any repairs or cleaning, including those performed by outside vendors or contractors.
10. Pre-approved locations for wall-mounted banners are below.
 - a. North Campus

Wettaw Biology and
Biochemistry (Building 88)

*North wall facing Dupont Ave.
Two banners
Portrait orientation*



Aquatics and Tennis Complex
(Building 86)

*East wall facing San Francisco St.
Series of three banners
Portrait orientation*



b. Central Campus

University Union Student Services
(Building 30B)

*West wall facing University Dr.
30' wide x 20' high
Landscape orientation*



c. South Campus

W.A Franke College of Business
(Building 81)

*West wall facing McConnell Dr.
Portrait orientation*



Rolle Activity Center (Building 68)

*South and southeast walls facing
Pine Knoll Dr.
Two banners
20' wide x 16' high
Landscape orientation*



B. TEMPORARY WAYFINDING SIGNAGE

Wayfinding for Campus Events

1. Windmaster® frames (28" x 44" display size; base dimensions are 32" x 46") with coroplast or outdoor waterproof poster sign inserts to be used for all temporary wayfinding and event signs. These can withstand several environmental forces including high winds, snow, and rain. All other portable, temporary exterior signage is discouraged and not pre-approved, including A-frame sandwich board, u-shaped pole frames with hanging display styles, and wire yard-style signs. Example intended uses include sports events, Discover NAU, Home Show, Move-In Week, etc.
2. Requestors may rent or purchase frames from Facility Services Paint/Sign Shop. Rental includes installation and removal. Purchased frames include identification on the frame for recognition by Facility Services. Approval of displays utilizing purchased frames is subject to LRT approval, including locations, and is subject to the same conditions as rented frames. Both rented and purchased frames require a department speedchart number.
3. Duration of displays one week or less: outdoor waterproof poster sign material. Displays longer than one week or recurring events: corrugated plastic with optional 28" x 8" overlays (for interchangeable messaging such as directional arrows or event specifics), to be printed in color by NAU Printing Services. Departments to use other means for signage requiring permanent displays.
4. Fee structure and ordering for signs through NAU Printing Services: <https://nau.myprintdesk.net>
5. Wayfinding signage for directional purposes must use pre-designated route/display locations.
6. Custom signs (new designs with variations from Marketing designed templates) must be submitted to LRT for review.
7. Signs may not be placed in or on plants, turf lawns, or in areas that obstruct emergency vehicle access, paths of travel (36" wide minimum), ADA access, emergency call bluephones, construction or parking signage, building signs, doors, stairs, bus stops, trash/recycling receptacles, seat walls, tables or benches.
8. If several events are occurring at the same time, frames may not be available for rent. Paint/sign shop will maintain an inventory of approximately 70 Windmaster frames.
9. An organization may display a maximum of 10 signs at one time. A maximum of four organizations may display signs during the same scheduled period.
10. Renting departments are responsible for theft, damage, or vandalism to signs, and for daily monitoring and corrections of signage placement as may be needed. The value of each sign is established by Facility Services. Department is responsible for replacement fee.
11. Unapproved signs will be removed and brought to Facility Services Sign Shop. User shall have two days to collect removed signage prior to disposal.
12. Signage during commencement, homecoming, and move-in week will be limited solely for those events; additional signage is not permitted on campus at these times to avoid proliferation.



C. ON-CAMPUS EVENT BANNERS

Campus Events/Activities and Announcements

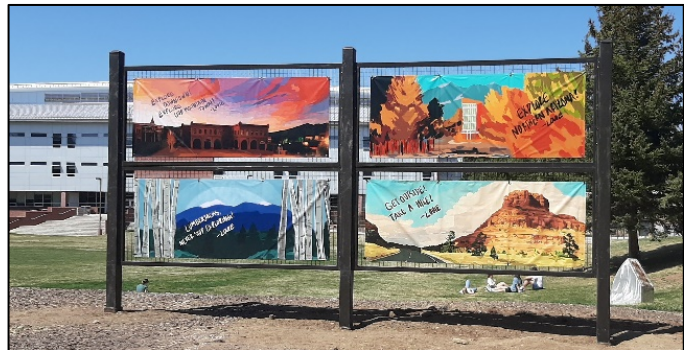
1. Banners for campus events, such as movies, concerts, speakers, and other student activities or announcements shall utilize high quality, opaque, wind, water and fade resistant material, and be displayed on banner event frames. Standard dimensions are 3' high x 8' wide. Displays on free-standing posts or other similar methods are not permitted and will be removed by Facility Services.
2. All campus event banners must be in the required 3' x 8' size, be printed through NAU Printing Services, and use the campus event banner template on the Printing Services website at nau.edu/order. NAU units utilizing Pepsi's free banner service is permitted, but the submitted banner must meet NAU brand guidelines, size requirement, and use the campus event banner template.
3. Display duration is limited to 14 consecutive days.
4. Event banners are managed by Campus Event Operations and Support. Banner reservations can be made at: <https://in.nau.edu/campusevents/event-marketing/>. Requests received for displays within identical scheduling periods will be considered in chronological order, per date of earliest receipt.
5. Banners installed on fencing near Skydome shall be exempt when contracted with the University.
6. Frame locations for banners:
 - a. Central Campus

Student Union
'The Wedge'



- b. South Campus

South Dining/Dubois near
'French Fries' sculpture



D. POSTER INSERTS ON BIG BELLY RECEPTACLES

Campus Sustainability Promotion

1. Displays are reserved for messages promoting recycling and sustainability at NAU.
2. Display duration for inserts is one to two semesters.
3. Managed by the Office of Sustainability: green@nau.edu.
4. Messages and artwork to be reviewed and approved by University Marketing prior to placement. All inserts must be printed through the university's Printing Services unit at <https://nau.edu/order>.
5. Installation must be completed through Facility Services by submitting a work order request at <https://in.nau.edu/facility-services/>.



E. CONSTRUCTION, PARKING LOT, ROAD or SIDEWALK CLOSURE SIGNS

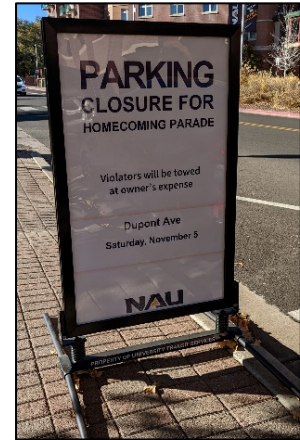
Active Construction Projects and University Transit Services Signs

1. Exterior signage for active construction, including parking lot, road or sidewalk closure signs, shall be managed by Facility Services Planning, Design and Construction (FS-PDC), utilizing templates created by University Marketing (UM), approved by FS-PDC, and printed through the University's Printing Services.
2. For displays longer than seven days or for planned impacts and closures, utilize Windmaster frames and 28" x 44" reusable corrugated plastic signage inserts with 28" x 8" overlays (for interchangeable messaging such as directional arrows or event specifics), to be printed by NAU Printing Services in color (white background with navy text and NAU logo).
3. Orders for printed products: nau.edu/order. The buyer will be responsible for selecting the correct product, choosing a size, uploading/approving the file, selecting due date, adding delivery and speedchart information, and placing the order.
4. When signage is needed for an unplanned, emergency closure, shutdown, or other impact, paper may be used for the signage, with black and white text. Clear overlays should be used when paper is used for displays. Windmaster frames to be used if readily available. Paper displays shall not exceed seven consecutive days.
5. Only in the event of emergency closures, shutdowns and other impacts where Windmaster frames with appropriate pre-printed insert are not immediately available for display, construction-style, orange and white barricades may be used for short-term display. Plastic



panels must be used for printed sign inserts on leg frames; tape is not permitted to adhere printed sign inserts. Display duration using orange and white barricades is limited to seven (7) consecutive days. If closure will exceed this timeframe, signage must be replaced with Windmaster frames.

6. University Transit Services (UTS):
 - a. Windmaster frames (28" x 44", black) with 28" x 44" sign inserts utilizing water resistant 12 mil paper and plastic clear overlays to be used for non-emergency, planned closures for streets, parking lots and sidewalks. Display duration is dependent on closure time. Color printing by UTS.
 - b. Navy blue tape with "Property of University Transit Services" small text to be used at front of base of sign frames to identify frames owned by University Transit Services.
 - c. Reflective background sign material to be used at roads for visibility during overnight hours. Pedways and parking lots not required to use reflective sign material.



F. JOBSITE SIGNAGE and SITE WRAPS *Active Construction Projects*

1. Purpose is to identify and provide information about capital projects.
2. To be mounted on construction barricade or fence, or sign may be freestanding on posts; to be visible to university patrons during the duration of the project.
3. Content may include images of final design, project purpose and metrics (size, scale), schedule and contact information.
4. One sign per construction site typical. If site is visible from more than one major street or access point, additional signs may be considered.
5. Free-standing or hanging signs for Contractors, Sub-contractors or suppliers are not allowed on University property including individual advertising signs, banners, plaques or credits on buildings or premises, except the name of the Contractor on their trailer.
6. Site safety signage in accordance with OSHA standards is allowed but must be approved by the NAU Project Manager. Safety signage shall be provided at all jobsite entries, to include NAU project name, name of Contractor or Sub-contractor, superintendent's name and contact information, and OSHA safety requirements. All signage to have final approval by Facility Services Planning, Design and Construction (FS-PDC).
7. FS-PDC to be responsible for project signage as part of construction project management, including site wraps and jobsite signs. Signage to utilize artwork or templates created by University Marketing (UM), to be approved by FS-PDC and printed through the University's Printing Services: nau.edu/order. The buyer will be responsible for selecting the correct product, choosing a size, uploading/approving the file, selecting due date, adding delivery and speedchart information, and placing the order.

8. Templates (for use by FS-PDC):

a. Interior Building Projects

- i. 11" x 17" poster paper (100# post consumer waste "go green" material, un laminated and uncoated): for projects with small scope that don't take up substantial area/space, and with a duration less than one month.
- ii. 4' x 4' coroplast: suite of rooms or floor, with a duration more than one month.
- iii. One sign at each major location or access point.
- iv. Display height to be between 40" and 70", with unobstructed horizontal viewing distance.



b. Building Projects



- i. 4' x 5'-6" coroplast supplemented with 4' x 4' coroplast at major project access points.
- ii. Di-bond (aluminum sandwich board) option if project duration is longer than one year.
- iii. Renovations or new construction with exterior impacts (large scope projects with durations over several months or years).

c. Landscape/Civil Projects

- i. 4' wide x 5'-6" h. coroplast: projects with duration longer than three months and/or with large scope, or if at high impact area (high traffic or high visibility areas).
- ii. Dibond (aluminum sandwich board) option if project duration exceeds one year.
- iii. 4' x 4' coroplast: project durations less than three months.
- iv. For large projects with multiple access points, may combine 4' x 4' and 4' x 5'-6" signs.



d. Exterior Utility/Maintenance Projects



- i. 4' x 4' coroplast, no renderings or project imagery.
- ii. One sign at each major location or high visibility area.

9. Site wraps should be used at projects with high exterior impact (high traffic or visibility areas), with a duration longer than three months. On-campus construction site wraps must be created by University Marketing (UM) and printed through the university's Printing Services. UM only accepts approved artwork requests by FS-PDC.



G. ADHESIVE SIGNAGE ON BUILDINGS, WINDOWS, SIDEWALKS or SITE FEATURES
Wayfinding for University departments

1. Placement of adhesive stickers, labels, decals, vinyl wraps, or static window clings on any University structure, building, pavement, or site element is prohibited unless LRT provides an exception through review and approval. LRT will review all requests on a case-by-case basis.
2. Where proposed on buildings affecting architectural details or elements, approval may also be required by architectural review team. Signage to be near building entrances only. Where on windows, signage to be on inside of glass to minimize damage and vandalism and extend lifespan.
3. Display duration for requests must be established and approved by LRT.
4. Primary visibility to be for pedestrian mode of travel.
5. Artwork for signage or display must be approved prior to installation by LRT and University Marketing. All adhesive signage must be printed through the University's Printing Services.
6. Requestor is responsible for maintaining signage in good condition for duration of display. All costs associated with maintenance, removal and replacement are the responsibility of the requestor's department. Damaged signage must be promptly removed when directed by LRT. Facility Services reserves the right to remove damaged or poorly maintained signage, or signage causing damage to buildings, windows, pavement or site features.
7. Requestor is responsible for all costs associated with cleaning, painting, refinishing or other damage caused from installation or removal. Display period may be modified or terminated if damage occurs during display. If repairs are necessary, they shall be as determined by Facility Services, including any repairs or cleaning performed by outside vendors or contractors.

