

Exterior Sign Content Standards

The University of West Georgia completed a Wayfinding Master Plan in 2017, with the first phase of the plan implemented in 2019. The principle objectives steering this plan include:

- Develop authentic and meaningful wayfinding system to enhance the visitor experience, exceed their expectations and attract new students, community partners and events
- Increase positive perception of the University experience with a consistent, recognizable and inviting sign family that creates a welcoming atmosphere
- Establish clear concise messaging that utilizes consistent nomenclature, while aligning with the website, maps and other communication pieces
- Produce easy-to-maintain and expandable signage to allow necessary changes and updates due to the ongoing developments
- Highlight the University brand and a sense of place through consistent and exciting signage and wayfinding devices
- Create a wayfinding program that relates to existing signs so that the transition from old to new signage is as visually seamless as possible

The sign content standards outlined below are intended to align with these objectives. Final decisions of what will appear on all signage will be made by the Campus Planning and Facilities department.

Entry Signs

The sign type is used to identify and announce entry to the campus. All of signs are illuminated and are located at major gateways to the campus.

Building Identification Signage - Ground Mount

The purpose and function of this sign type is to clearly identify the campus building. Standard content is to include:

- Building Name
- Street Address

This sign is not intended to be used as a building directory, directional or donor/honorific recognition (unless the honoree name is part of the official building name).

The following content is not allowed on ground-mounted Building Identification signage:

- College, department, amenity or other secondary destinations - these types of destinations change names and locations frequently and can cause the sign to be overloaded with information. Separate building directories should be used to provide this kind of additional information.
- Full Donor or honorific names - other sign types have been developed for this purpose

Note: As space allows, a single secondary destination may be considered for this sign on a case by case basis. Approved circumstances include:

- Destination attracts substantial number of the visiting public
- Destination is critical to the user experience and success of the University
- Destination is necessary to clarify function and use of building

Building Identification Lettering

This sign type is used to identify campus buildings from a substantial distance and, in some cases, from a particular viewpoint which may not be achieved with ground-mounted Building Identification signage.

Note: Except in specific situations, this sign type is not illuminated. Such exceptions include locations that have high visitor traffic such as the Campus Center, Coliseum, and Murphy Building.

Vehicular Directional Signage

The purpose and function of this sign is to direct vehicular traffic to major destinations within campus. There is limited space available on these signs and the sign content should be legible to motorists traveling at approximately 35mph. As such, the sign content follows a hierarchical organization wherein greater detail and/or secondary location information is identified closer to the destination. No more than 2 sub-destinations per primary destination is allowed. Additionally, content is presented sequentially starting with left-turn, right-turn, then straight ahead.

Standard content is to include:

- Major Student-based Destinations - Bursar, Admissions, Health Services, etc.
- Event or Visitor-based Destinations - Theaters, Campus Center, Coliseum, etc.
- Delivery Service/Central Receiving

Trailblazer Signage

The purpose of this sign type is to direct traffic from the surrounding area to the main campus. It is used to specify a singular direction to one destination and is installed on primary roadways in close proximity to campus.

Pedestrian Directional Signage

The purpose and function of this sign is to provide directional information at the pedestrian level. Destinations are limited to those in direct vicinity or within a distance of no more than a 5 minute walk. Sign content may contain building or destination names as well as information for accessible access or restrictions. In some cases, campus maps will be included on the sign.

Parking Regulatory Signage

This sign type is used to provide regulatory information for individual parking spots.

Parking Identification Signage

This sign type is used to both identify parking locations and direct vehicular traffic to these areas. They are also used for identifying parking areas from within the lot.

Standard content to include:

- Lot Number
- Lot Designation

Bus Stop Identification Signage

These signs are intended to identify bus stop locations and provide route information.

Signage Restrictions

- No temporary signage or banners shall be posted within 10 feet of any permanent sign.
- Nothing shall be affixed to signage. This includes stickers, banners, other signs, etc.