Texas Woman's University
University Regulation and Procedure

Regulation and Procedure Name:	**Building Identification and Permanent Signage**
Regulation and Procedure Number:	**URP: 04.590**
Policy Owner:	**Finance and Administration**

POLICY STATEMENT

Texas Woman's University ("TWU" or "University") seeks to establish a standard policy and procedure for allowable permanent signage on and in TWU buildings or campuses. TWU will ensure compliance with the Board of Regents' Regent Policy D.40010: Naming Policy for building names and maintain University design and construction standards.

APPLICABILITY

This policy is applicable to TWU Students, Employees, and University Affiliates.

DEFINITIONS

1. "Auxiliary Department" means a department that manages and supports an auxiliary enterprise building or facility, including but not limited to dormitories, cafeterias, student union buildings, and athletic facilities used solely for those purposes.

2. "Educational and General ("E&G") Building or Facility" means a building or facility essential to or commonly associated with teaching, research, or the preservation of knowledge, including the proportional share used for those activities in any building or facility used jointly with auxiliary enterprises.

3. "Employee" means any individual at TWU who is hired in a full-time, part-time, or temporary capacity in a faculty or staff position, or in a position where the individual is required to be a student as a condition of employment.

4. "Permanent Signage" means permanently affixed or installed signage identifying buildings, campuses, or locales. This may include signage on

the exterior or interior of a building, on a monument, or other signage. It also includes the following:

a. "Regulatory signage" includes signage regulating parking lots, traffic controls, fire lanes, life safety, and any another other regulated area; and

b. "Wayfinding signage" includes signage identifying campus entrances, building locations, general directional wayfinding, campus map directories, visitor destinations, and other campus wayfinding signs.

5. "Student" means a person taking courses at TWU, a person who is not currently enrolled in courses but who has a continuing academic relationship with TWU, or a person who has been admitted or readmitted to TWU.

6. "University Affiliate" means any individual associated with TWU in a capacity other than as a Student or Employee who has access to TWU resources through a contractual arrangement or other association. This includes the following individuals:

a. Contractors and Vendors: an individual, business, or governmental entity that has a fully executed contract to provide goods or services to TWU. This includes employees of contractors or vendors and independent contractors.

b. Employee of a Governmental Agency: an individual employed by a federal or Texas state agency.

c. Employee of a TWU-Affiliated Institution: an individual who works for organizations that are tightly aligned with the University.

d. Pre-Employment Individual: an individual who will be hired by the University and the hiring department has sponsored their access to TWU resources.

e. Other University Affiliate: any individual who does not fit into any other category and needs access to TWU resources.

REGULATION AND PROCEDURE

I. Permanent Signage Standards

Permanent Signage shall adhere to the following standards:

A. Subject Matter and Content

1. All exterior signs on buildings shall comply with TWU Regent Policy D.40010: Naming Policy.

2. Department names will not be included on the exterior of TWU buildings, regulatory signage, or exterior wayfinding signage. Exceptions may apply with Board of Regent approval per TWU Regent Policy D.40010: Naming Policy.

3. Departmental signage and naming will be limited to interior directories within TWU buildings and applicable interior wayfinding signage.

B. Design, Placement, and Installation

1. All permanent signage will conform to TWU Marketing & Communication Brand Guidelines and URP 01.110: University Seal Usage.

2. TWU Facilities Management and Construction ("FMC") will be responsible for the installation and modification of all permanent signage.

II. Permanent Signage Request and Approval

A. Requests for permanent signage shall be made through the FMC project request process as outlined on the FMC website.

B. Upon approval of a project request for new permanent signage, changes, or modifications, FMC will assign the project to a project manager for installation.

C. If the permanent signage is a request for naming under Regent Policy D.40010: Naming Policy, Board of Regent or TWU's Chancellor and President approval is required, as applicable. FMC will coordinate with the requesting department to present it to the Office of the Chancellor and President and the Board of Regents for approval.

III. Funding

The following guidelines outline the process in which permanent signage will be funded. These guidelines also apply to permanent signage being purchased to bring TWU new construction, existing buildings, and general maintenance into compliance with this policy.

A. New Buildings: All costs associated with this policy shall be included in and paid from the budgeted funds identified for the construction of the new building. If the name of the building has not been determined at the time of the building's design, provisions for the eventual location of a permanent signage shall be included in the project budget.

B. Existing Buildings: Any approved permanent signage modified, replaced, or added to an existing TWU-owned or managed building shall be funded by the department requesting the modification, replacement, or addition. If a modification is required due to a University directive or the relocation of an existing department at the University's direction, any cost incurred will be included in the project budget.

C. General Maintenance: Maintenance due to normal wear and tear will be funded by the following:

1. If the permanent signage is located on an identified Education & General ("E&G") Building or Facility or locale, the permanent signage will be funded by University funds through FMC.

2. Costs for general maintenance on permanent signage affixed to mixed-use buildings will be shared by occupants of the building based on their percentage of occupation of the facility measured in square feet.

3. Costs for general maintenance on permanent signage affixed to auxiliary enterprise buildings or facilities will be funded by the responsible auxiliary department(s).

REVIEW

This policy will remain in effect and published until it is reviewed, updated, or archived. This policy is to be reviewed once every six years. Interim review may be required as a result of updates to federal and state law or regulations, Board of Regents policies, or internal processes or procedures.

REFERENCES

Regent Policy D.40010: Naming Policy

TWU Marketing & Communication Brand Guidelines

URP 01.110: University Seal Usage

FORMS AND TOOLS

Project Request Form (PRF) and Project Information Form (PIF)

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