

**NEW COLLEGE OF FLORIDA  
REGULATIONS MANUAL**

**CHAPTER 3 - Administrative Affairs**

**3-5103 Campus Signage**

The purpose of this policy is to specify the methods and responsibilities for administering a signage program to provide a consistent signage policy based on the Campus Master Plan. The signage will enhance the visual environment and aid communication and direction to visitors, students, faculty and staff. Also, this program is established to eliminate the proliferation of signs (both permanent and temporary) that are contrary to the established standards described herein. This policy applies to all entities located on all campuses unless specifically stated otherwise.

(1) Permanent Sign Policy

- (a) Exterior Signs. All requests for exterior permanent signs must be sent to College's Physical Plant Division for approval. The College's Physical Plant shall review the requests with the Director of Facilities Planning for coordination with the Campus Master Plan and for coordination with ongoing projects. All requests must conform to the Campus Master Plan signage program. Any request for an exception to this program must be approved by the Vice President for Finance and Administration. Signage types will be broken down into a hierarchy of sizes and functions. Hierarchy is determined by the importance of the sign to the overall system and its scale relationship to the intended user.
1. Main Entry Features. The major entrance to the campus shall be identified to the outside user with a major site feature which will include the main entry signs. The features themselves will be site specific and relate to the main entries intended in the adopted campus master signage plan. The site features may be different to specifically relate to the surrounding scale and location.
  2. Campus Identity Signs. These signs shall be used to mark the boundaries of the campus to the general public and are scaled to be readable from the automobile. There shall be two types of identity signs -- identity pylon or identity pylon with reader board. Both sign types shall be illuminated and shall carry logo and campus location. The identity sign shall be a monolithic slab with reader board eleven feet (11') high and eight feet (8') wide, with a four feet (4') by eight feet (8') removable module. The identity pylon shall be four feet (4') wide by ten feet (10') high.
  3. Directional Signs. These signs shall be used to direct the vehicle user through the campus roadways and parking areas. Their major goal will be to direct traffic to particular points of interest in the simplest and shortest direction. All signs will typically show the College logo and location and all information will be set with a reflective copy type. Due to the requirements of certain campuses, two types of directional signs shall be provided. Primary directional signs and illuminated signs with removable message strips (for flexibility). These signs are approximately six feet (6') wide by ten feet (10') high. Secondary signs are intended to support primary signs as well as to aid and direct campus vehicular traffic. Secondary signs are designed to be non-illuminated with non-reflective copy types.
  4. Building Identification Signs. These signs shall carry the logo of the campus only and shall be used to specifically identify a building, groups of buildings or a specific college on the

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campus. There are two types of signs for this category -- one type if primary relationship is to the automobile and a different type if primary relationship is to the pedestrian.

5. **Automobile Signage.** Automobile signage shall be a four feet (4') by three feet (3') high panel on a three foot (3') high base. The pedestrian oriented identification sign shall be non-illuminated and made up of a three feet (3') by one foot (1') high panel on an eighteen inch (18") high base.
6. **Information Signage.** In order to control the orderly flow of information necessary for proper movement throughout the campus, signage elements shall provide information such as restrictions, parking lot locations and requirements, street names, maps, etc. In most cases, these signs are intended for the vehicle user and shall be a three feet (3') by two feet (2') high panel on a post reaching six feet (6') high overall. These signs shall be non-illuminated and used with reflective copy.
7. **Pedestrian Kiosks.** These shall be specifically scaled to the pedestrian, shall include a map or directory of the campus and have an appropriately sized lockable board for changing campus information. These signs shall be strategically located along major pedestrian corridors.
8. **Regulatory Signage.** Traffic control signs shall meet all required specifications of the Uniform Traffic Control System (UTCS) set forth by the Department of Transportation. These signage elements shall be set on a post and panel system using international symbols whenever possible. Regulatory signs will be used by individual campuses to safely control vehicular circulation throughout roadways and parking lots as deemed necessary.

(b) **Interior Signs**

1. **Existing Interior.** All requests to add, delete, or alter any permanent interior building sign shall be approved by the Physical Plant Division.
2. **New Interior.** Signs will be provided as part of a building project as administered by the Director of Facilities Planning.

(2) **Temporary Sign Policy – Exterior, Interior.** Signs and notices are to be placed only on authorized boards, A-frames, or in door card holders, except as provided herein. No signs are to be attached to any College building, tree, or light post, except as specified below.

- (a) **Directional Signs.** Directional signs for meetings and conferences being held on the Campus may be posted at specific locations.
- (b) **Temporary Interior Signs.** Small signs are limited to bulletin boards and A-frames.
- (c) **Student Activities.** For any major student related activity, non-electrical signs, not to exceed four feet (4') in width and not to have an overall height of more than eight feet (8') may be displayed. Non-fabric signs that are more than four feet (4') by eight feet (8').

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- (d) Student Government election posters or signs not exceeding four feet (4') by eight feet (8') may be utilized 15 days before election day plus an additional seven days for runoffs. They must not block any passageway, obstruct any College buildings, signs, or other structures or otherwise unreasonably distract or interfere with members of the College community in carrying out their normal functions. Signs should not be placed in a manner which would block a driver's view at an intersection. Signs placed along the roadway must be placed a minimum of 30 feet (30') from an intersection. The College's Physical Plant Division may be consulted when there are any questions concerning the desired location of a sign. These posters or signs must be removed immediately following the scheduled event.
- (3) When signs are improperly constructed, placed, or allowed to deteriorate into a state of disrepair, they will be removed immediately by the Division of Physical Plant.

*Authority: Article IX, Sec. 7, Fla. Constitution; Fla. Board of Governors Regulation 1.001*

*History: Adopted 04-27-02, as Policy 3-005; Revised and renumbered 06-29-10; Revised 03-11-17 (technical amendment)*