

## POLICY ON EXTERIOR SIGNAGE

### 1. GENERAL

- 1.1 This policy shall apply to all McGill campuses and all McGill properties used for the purposes of teaching, research, or University business.
- 1.2 Exterior signs shall include all exterior signs related to
- campus entrances;
  - buildings;
  - notice boards;
  - parking lots;
  - directional signs; and
  - other signs (as defined in the “Guidelines for Exterior Signage,” hereafter referred to as the Guidelines).
- 1.3 All exterior signs shall conform to the standards in materials, lettering, and specifications as detailed in the “Guidelines for Exterior Signage.”
- 1.4 Signs that do not comply with this policy shall be erected only when they are required by governmental regulations, laws or codes and have been approved by the Secretary-General acting on behalf of the Board of Governors.
- 1.4 The overall principles for all exterior campus signs are that they shall be:
- compliant with the barrier-free signage standards in the Guidelines;
  - durable (both weather and fade resistant);
  - easily revised;
  - vandal resistant;
  - compliant with the “Policy on Use of the Wordmark and Insignia of McGill University; and
  - fabricated within Facilities Management wherever possible.
- 1.5 All exterior signs, where appropriate, shall bear the University signature (shield and wordmark).

### 2. PERMANENT SIGNS

- 2.1 **Creation of New Signs** – Requests for new signs or modifications to existing signs shall be generated by the University Planning Office. The head of Facilities Management and Development, with the aid of the Instructional Communication Centre and the Translation Office, shall prepare the necessary signage required, and shall be responsible for the supply and installation of such signs as per the specifications within the Guidelines. The University Planning Office shall grant final approval for the sign artwork as well as the location and type of installation. Proposed special signs for named buildings, which differ from these guidelines, must be approved by the Architectural Advisory Committee.
- 2.2 **Replacement or Modifications of Existing Signs** – The head of Facilities Management and Development shall, with the aid of the Instructional

Communications Centre, and the Translation Office, and the approval of the University Planning Office, ensure that the information displayed on signs, maps, and directories is up-to-date and correct. He/she shall replace or provide additional signs and maps and directories, shall be undertaken each June under the supervision of the head of Facilities Management and Development, and the University Planning Office, to ensure the signs are accurate.

- 2.3 **Maintenance of Signs** – The head of Facilities Management and Development is responsible for maintaining and replacing exterior sign, map, and directory panels, as required and for keeping all such units free of graffiti, stickers, etc. at all times.
- 2.4 **Types of Signs Not Covered by the Guidelines** – Suggestions for additional types of signs, as required, shall be presented for approval to the Secretary-General.
- 2.5 **Campus Maps** – The Instructional Communications Centre, in coordination with the University Planning Office, shall maintain an updated campus map and key to abbreviations, which shall be made available to various campus users. This map and key shall be updated at least annually. This map shall be the basis of the annual upgrades of the exterior map panels/directories at campus entrances.

### 3. TEMPORARY SIGNS

- 3.1 Temporary signs (flyers, advertisements, notices, etc.) shall be affixed only on the official notice boards erected for this purpose.
- 3.2 Banners designed to announce and celebrate special events shall be approved in advance by the University Planning Office, as part of the University's policies for exterior campus events.
- 3.3 Construction signage shall be created in accordance with the Guidelines.

### 4. LANGUAGE

McGill's status as an English university built on private property would seem to permit it to post unilingual English signs. For the past decade, however, most exterior signs have been bilingual, usually with the English text preceding the French. All signs on public streets, and all signs for facilities open to the general public (e.g., Redpath Museum) are bilingual without exception.

All exterior signs created after approval of this "Policy on Exterior Signage" shall be bilingual, and English text shall precede the French.

### 5. POLICY ACTIVATION DATE

This policy shall take effect upon approval by the Building and Properties Committee and the Board of Governors. All signs erected following approval by the Board of Governors shall conform to this policy.

***Source:***

Board of Governors

May 30, 2001

Minute 12

***Amendments:***

Board of Governors

November 1, 2005

Minute 15