I. INTRODUCTION (Purpose and Intent)

The purpose of this policy is to specify the methods and responsibilities for administering the University of South Florida System (USF System) signage program which has been developed to provide a consistent signage policy based on the Campus Master Plan. 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.

II. STATEMENT OF POLICY

A. PERMANENT SIGN

See USF System Policy 6-022, USF System Campus Design and Construction Program.

B. TEMPORARY SIGN—EXTERIOR, INTERIOR

Signs and notices are to be placed only on authorized boards, A-frames, or in door card holders, except as provided herein. If applicable, the policy on Distribution of Material, Solicitation and Sales of Goods and Services on Campus (USF Policy # 0-018) should be consulted. No signs are to be attached to any USF System building, tree, or light post, except as specified below. Nothing is to be attached to walls, doors, or windows by means of tacks, tape or adhesives.

1. Tampa Campus

   a. Directional Signs
Directional signs for meetings and conferences being held on the Tampa Campus may be posted at specific locations after approval by the Physical Plant Division.

b. **Temporary Interior Signs**

Small signs are limited to bulletin boards and A frames. Approval of the person responsible for the bulletin boards in the area is necessary.

c. **Student Activities**

For any major student-related activity (Homecoming, Greek Week, etc.), a maximum of six large 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. The Director of the Marshall Center or his/her designee must approve in writing the plans for construction, placement, and removal of all such signs (see copy of Temporary Campus Signage Request Form). Copies of all approvals are to be sent to the Physical Plant. Non-fabric signs that are more than four feet (4') by eight feet (8') must be approved by Physical Plant for quality of construction.

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 may be located only in designated areas as shown on the attached listing entitled "Authorized Locations for Signs." They must not block any passageway, obstruct any buildings, signs, or other structures or otherwise unreasonably distract or interfere with members of the Tampa campus community in carrying out their normal functions. No posters or signs will be authorized to be put into the ground. 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 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.
For other activities the use of A-frames is required and must be approved by the Director of Physical Plant or his/her designee for placement.

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.

2. Regional Campuses and Separately Accredited Institutions
Each regional campus and separately accredited institution, Chief Executive Officer, Regional Chancellor, or designee is responsible for implementing a campus policy on temporary signs.

*Current Responsible Office: Administrative Services

*Refer to the appropriate Responsible Office website for a current name of the Vice-President or other Responsible Officer.