

---

## TEMPORARY SIGNAGE PROTOCOL

---

**Category:** Administration

**Date Established:** January 22, 2019

**Name of Responsible Office:** Executive Dean's Office, Facilities,

**Date Last Amended:** Click to enter a date.

Student Life and Leadership Development, MCC Association Operations, Campus Events Office, Housing & Res. Life Office, Marketing and Community Relations Office

**Title of Responsible Executive:** VP of Student Services, VP Economic and Workforce Development and Career Technical Education, CFO/VP of Administrative Services

---

### Summary

---

This protocol provides general guidelines for temporary signage at Monroe Community College. The purpose of the protocol is to provide clear, concise information for all users; improve wayfinding; promote a unified and attractive sign appearance for all facilities; eliminate inconsistent, ineffective, and unnecessary signs; and minimize maintenance and repairs of buildings resulting from improperly posted temporary signage.

---

### Definitions

---

Temporary Signage (interior and exterior) is defined as signage necessary for a short period of time to provide time-sensitive information. By definition, these signs shall be used only temporarily and are not intended to be used in place of permanent signage. Examples of temporary signage include, but are not limited to: notices, flyers, lawn signs, sandwich boards, directional parking signs, feather banners, sidewalk chalk, and banners that facilitate wayfinding signage for events such as open houses, conferences, public presentations, and alumni events.

Permanent Signage (interior and exterior) is defined as signage that will change only when a permanent change to an MCC building occurs; permanent signage is, by definition, permanently attached to a supporting surface using mechanical fasteners or double stick tape. Permanent signage is installed and maintained only by the Facilities Department and is not covered under this protocol. Examples include:

- Identification signage for buildings, facilities, venues, and directories.
  - Wayfinding signage such as building directories and directional signage to assist those unfamiliar with the campus/ building in finding their way.
  - Map signs.
  - Regulatory signage for vehicular, bicycle, and pedestrian movement, parking, etc.
- 

### Process

---

Temporary Interior Signage:

Posting material on bulletin boards designated for promotional information, digital signage networks, hanging or placing of any large banners inside the campus, and posting of commercial advertising and information anywhere must be approved by the responsible office listed below. The design of retractable roll-up banners, portable backdrops, and portable post mounted signs/banners must be approved in conjunction with Marketing and Community Relations Department- to adhere to brand standards. The College reserves the right to approve or deny the posting of any materials.

- Posting of materials on a department's office doors, bulletin board or glass case is the responsibility of the department.
- Posting of materials on a student club/organization office doors or bulletin board is the responsibility of the student club/organization.

- Posting at PSTF is limited to classes and programs. Notices will only be affixed to classroom doors and must be submitted to the office of the Dean for Public Safety Programs for approval and posting.
- All posting on approved but non-department, club or organization owned bulletin boards and glass cases must be approved by the Office of Student Life and Leadership Development at the Brighton Campus, the Executive Dean's Office at the Downtown Campus, or the Applied Technologies Office at the Applied Technologies Center.
  - Advertising for individual classes at the Brighton Campus and the Downtown Campus may be limited due to space limitations.
- Posting in the Leroy V Good Library must be approved by the MCC Libraries staff.
- Posting in the Downtown Campus Learning Commons must be approved by the Learning Commons staff.
- Posting in the residence halls must be approved by the Office of Housing and Residence Life. All posting will be done by the Housing and Residence Life Office staff or MCC Association Operations.
- Posting information on Digital Signage Networks must be approved by the Executive Dean's Office at the Downtown Campus, the MCC Association Operations Office at Brighton, or the Campus Events Office for the Warshof Conference Center.
- The MCC Bookstores and Dining Service Providers are responsible for posting signs within their area of operations. All signs posted should be specific to the business operation of the area and not promote other entities.

Posting of temporary directional signage for internal activities/programs/events shall be permitted 24 hours prior and post program date and must include the following: title of event/program/activity, location, date(s), time, and name of the event organizer.

- The individual/group who posts materials is responsible for removing those postings within 24 hours of the conclusion of the event.
- Only painters tape may be used to affix temporary signs; other materials including glue, glue sticks, packing tape, scotch tape, masking tape, duct tape, nails, staples, sticky pads, or double-sided tape may not be used.
  - Any items posted with material other than those specified above will be removed immediately.

Temporary signage must not be posted on the following locations:

- Glass
- Mirrors
- Entrance doors, hallway doors, or glass doors
- Furniture
- Pillars
- Stairwells
- Stairs
- Floors
- Ceilings
- Washrooms including entry doors, toilet cubicles or mirrors
- Interior permanent signage, either wall mounted or ceiling hung
- Exterior of College buildings, lamp posts, or on permanent signage

- Classrooms unless they are institutional communications (ex. Campus Lockdown Procedure Guide, technology instructions)

#### Temporary Exterior Signage:

Any large banners or lawn signs to be hung or staked on exterior campus property must be approved by the Student Services Office at the Brighton Campus and the Executive Dean's Office at the Downtown Campus:

- Design must be approved by Marketing and Community Relations Department.
- Installation of large banners will be completed by Facilities via a [work order](#).

Sidewalk Chalk: Office of Campus Events must pre-approve the use of sidewalk chalk

Directional roadway signage providing wayfinding to assigned parking lots on the Brighton Campus for events that have 30 or more non-MCC attendees must be requested through the [Campus Events application](#) and approved by the office of Campus Events.

#### ADA Compliance: <https://adata.org/publication/temporary-events-guide#Signage>

Although temporary signs do not have to meet ADA standards, in keeping with MCC's commitment to accessibility, they should conform to the specifications for "directional" signs:

- Simple design—no extended or condensed type.
- High contrast and non-glare finish.
- Characters should be sized according to viewing distance (characters should be larger on overhead signs or signs that people can't approach closely).

Placement of retractable roll-up banners, portable backdrops, and portable post mounted signs/banners shall not reduce the minimum clear width (36 in) of accessible routes and shall not project horizontally more than 4 inches into any exterior or interior pedestrian passageway.

#### Merchandising and Solicitation on Campus

Posting material related to the promotion of credit cards, political campaigns, and other items that would violate the college code of conduct or applicable laws and regulations will not be allowed. The College reserves the right to approve or deny the posting of any materials.

- Individuals, student organizations, not-for-profit organizations and private enterprises are not permitted to sell, solicit, promote or peddle on campus without prior approval. Requests should be submitted to the Director of Student Life and Leadership Development at the Brighton Campus, the Office of the Executive Dean at the Downtown Campus, or the VP, Economic and Workforce Development and Career Technical Education at the Applied Technologies Center and Public Safety Training Facility.

#### Distribution of Other Temporary Information

Chartered student clubs/organizations, other College groups and individuals, or off-campus entities that wish to distribute literature (other than what is identified in this protocol) to the College community must submit a written request to the Director of Student Life and Leadership Development at the Brighton Campus and the Office of the Executive Dean at the Downtown Campus, Applied Technologies Office of the Chairperson at the Applied Technologies Center, or the office of the Dean for Public Safety Programs at the Public Safety Training Facility for approval. In all cases, copies of the literature to be distributed must accompany the request.

---

**Forms**

---

Temporary Signage Templates: [http://www.monroecc.edu/depts/brand-toolkit/resources-templates/#sign\\_templates](http://www.monroecc.edu/depts/brand-toolkit/resources-templates/#sign_templates)

---

**Contact Information**

---

Office of the Vice President, Economic and Workforce Development  
Office of the Executive Dean  
Office of the Dean for Public Safety Programs  
Office of Student Life and Leadership Development  
Office of Housing and Residence Life  
Office of Campus Events  
Applied Technologies Office  
Marketing and Community Relations Department  
MCC Association Operations  
Facilities

