



Institutional Handbook of Operating Procedures
Policy 02.07.01

Section: General Administrative Policies and Services	Responsible Vice President: EVP & Chief Financial Officer
Subject: Facilities Operations and Management	Responsible Entity: Facilities Development

I. Title

Signage, Wayfinding, & Displays Management

II. Policy

A. This policy aims to establish a governing system for the management of Signage, Wayfinding, & Displays (SWD) in university-owned and -operated Facilities (University Facilities) to ensure consistent brand identity and messaging while maintaining compliance with all applicable regulatory codes. The policy includes all phases of the SWD life cycle: acquisition, repair, modification, relocation, and disposal.

B. This policy ensures quality and consistency throughout the institution and demonstrates good stewardship of institutional resources supported by public funds.

C. This policy applies to all new permanent and temporary signage used in all interior and exterior spaces of University facilities both leased and owned. This policy also regulates donor recognition plaques, signs and other recognition graphics.

D. Compliance with this policy is the responsibility of all staff, faculty, students, and other UTMB workforce members. Any SWDs that do not adhere to brand standards are subject to immediate removal without notice.

E. General Requirements for Standard SWD:

1. All signage must comply with UTMB's applicable SWD standards and messaging nomenclature, regardless of the funding source, to ensure a unified understanding of function and consistent messaging across all University Facilities.

- a.** Facilities Portfolio Management and appointed designees must review and approve all requests for additions, removals, and modifications to SWDs in or on University Facilities to ensure adherence to current standards and brand identity guidelines.
- b.** Business Operations and Facilities (BOF) staff will not provide logistics support for SWD purchases not complying with this policy.
- c.** All costs associated with the acquisition, modification, non-warranty, and removal of SWD shall be paid by the project or requesting department.

2. All displays in public spaces shall meet the graphic and editorial standards of UTMB Health maintained by Marketing & Communications Department. Brand standards can be found at: www.utmb.edu/identity/

3. All signs/signage shall comply with all regulatory requirements, as outlined in the UTMB Master Specifications.

4. Departmental or individual logos or identifiers shall not be placed on permanent signage located in public spaces or campus grounds.
5. Department signage shall not be located in public spaces or campus grounds.
6. Signage of a political nature is expressly prohibited. For additional information, please see [IHOP 02.09.02 Freedom of Expression](#).

III. Procedures

A. [Standard Workflows](#)

1. Capital-Funded Projects

- a. The Signage and Wayfinding Manager assigned to the project will manage the scope.
- b. Scope and budget will be established by the Signage and Wayfinding Manager during the Project Definition phase and documented in the package approved by the Real Estate, Space and Capital Committee (RESCC) and President's Executive Committee (PEC). The SWD budget is reported as part of the Total Project Cost (TPC).
- c. Modifications to the SWD scope that negatively affect the project budget will require a signed Scope Change Proposal.
- d. Upon approval of the project, the Signage and Wayfinding Manager will conduct design meetings with institutional stakeholders, which may include but are not limited to Marketing and Communications and Patient Services, to finalize the scope and details of the solution.
- e. The Signage and Wayfinding Manager will create a sign-off package for review and approval from project stakeholders before purchase and installation.

2. Department-Funded Projects

- a. In-House Construction will manage the scope.
- b. Departments shall initiate a Maximo Service Request for construction services and provide all relevant information for the scope of work.
- c. A Construction Manager (CM) will coordinate with appropriate vendors to identify SWD scope and budget and ensure compliance with the current standards, guidelines, and RESCC approval process, if applicable. If applicable, the Construction Manager may engage institutional stakeholders for feedback, which may include but are not limited to Marketing and Communications and Patient Services.
- d. The SWD vendor is responsible for providing drawings and identifying any related infrastructure changes to the Construction Manager.
- e. The CM provides the total cost for the requested scope to the customer for approval. Once funding is provided, the CM initiates procurement and installation of SWD.

3. Insert-Only Updates

- a. Customers can purchase updated signage inserts for room identification signs measuring less than 10" x 10" through a request to the Academic Resources Graphic Design and Printing Services department (Print Shop)
- b. The Print Shop is responsible for verifying compliance with the current standards and guidelines.
- c. The Print Shop will design the insert, obtain customer approval, and manufacture and deliver the insert to the customer.
- d. The customer is responsible for self-performing the removal of the existing insert and installation of the new insert.

4. Warranty and Repairs

- a. In-House Construction Property Services will manage the scope.
- b. Departments shall initiate a Maximo Service Request for construction services to request the repair of damaged signage or wayfinding or to initiate warranty claims.
- c. Repairs not covered under warranty shall be paid for by the requesting department. The scope of work will be completed upon release of funds from the department.

B. Signage, Wayfinding and Displays Lifecycle Management

1. Departments are responsible for the lifecycle of the SWDs that are tied to the identification and wayfinding of the Department's assigned spaces including paying all costs associated with the following:

- a. Initial purchase and installation
- b. Repairs and maintenance
- c. Updating signage for department name changes
- d. Relocation of signage for department relocations
- e. Replacement of any damaged components
- f. Removal of the SWD
- g. Collateral damages
- h. Any repairs to the building (walls, floors, ceiling etc.) that is required as part of the above responsibilities

2. Should the department change names, be combined with other departments, or otherwise be dissolved, SWD ownership automatically transfers to the next highest department in the reporting structure.

- a. All existing signage referencing outdated, inaccurate, or non-existent department names shall be updated, or the signage removed and building repaired within 3 months of the change at the department's cost.

C. Temporary Signs

See [IHOP 02.07.05 – Temporary Sign Standards](#)

D. Donor Recognition, Dedication Plaques & Displays

1. All dedication plaques associated with rooms or spaces on UTMB campus grounds or University Facilities require a philanthropic gift that must be arranged through the UTMB Development Office (per Regents' Rule 80307, see IHOP 02.06.03).

2. Proposed locations shall be identified in collaboration with BOF and UTMB Development Office

3. Messaging shall be approved by the Vice President of Development, area Executive Vice President and Marketing and Communications. Design shall be approved by the Vice President of Development.

4. Any changes or relocation of donor related displays will require approval by the Development Office.

E. Messaging Guidelines for Room Signage

1. Private Office Occupant Identification

- a. Single-Occupant Office: Name and Title
- b. Multiple-Occupant Office: Name Only

- c. Format: First Initial, Second Initial (if desired), Last Name, (2 post-nominal initialisms maximum – PhD, MBA / etc.)
 - d. Position Title can be used in place of occupant name and title (i.e. Charge Nurse, Shift Supervisor, Lead Technician)
2. Shared-Space Room Identification
- a. Reference Signage Standards for a current list of approved room, location, and/or area names.
 - b. All signs are to employ the approved UTMB nomenclature for room identification.
 - c. Suite Entrance Signage should include department and sub-department name only.
 - d. Defer to current UTMB Signage Standards for additional guidance.

IV. Definitions

Signage: Any material that is intended to be displayed in a public space to provide directional, informational, regulatory, code-required, or other messaging related to departmental or institutional needs. Includes but is not limited: Room identification, Warnings, Instructions, Directories, Maps, Donor Recognition, Banners/Flags, and Posters.

Displays: A prominent exhibition of information and/or physical items in a place where it can be easily seen by members of the public. Includes but is not limited to digital display devices, graphics, brochure holders, Exhibits, Awards and Plaques and Display Cabinets.

Wayfinding: The process of using spatial and environmental information to find our way in the built environment. Signage and displays can both be components of a wayfinding system.

Permanent Signage: Any signage or display attached to building surfaces and which remains in the same location for longer than 2 weeks.

Temporary Signage: Any signage or display which remains in the same location for less than 2 weeks AND which causes no permanent damage to the surface it was attached to or displayed upon. See [Temporary Signage Policy 02.07.05](#).

Construction Signage: Temporary signage required as part of work managed by BOF or their designees which may be posted for longer than 2 weeks.

Maximo: The online work order request system signage, displays, wayfinding, or related facility repairs.

Modification to Space: The addition, removal, or changes to signage, wayfinding, or displays which results in changes to the physical structure to which the SWD is installed.

Public Space: Areas or spaces in University Facilities which are accessed or used by the public, are in use by multiple department divisions or departments, serve as primary exit access corridors, or are identified in the building space management and reporting system (Archibus) as Department 000 Non-Assignable and listed under Division 400.301000. Examples include but are not limited to: public

corridors, elevators and lobbies, entrances, meditation rooms, cafeterias/dining rooms, food service areas, retail areas, waiting rooms, lobby areas, classrooms, areas of assembly, and office suites.

Interior Spaces: Spaces inside of buildings which are not regularly exposed to the elements or left without climate control for extended periods of time.

Exterior Spaces: Spaces exterior to a building or structure which are exposed to the elements and not climate controlled. They include but are not limited to grounds, approach roads, private roads, parking lots/garages, pedestrian walkways, exit access points, or exits.

University Facilities: Grounds, buildings, and facilities owned or controlled by UTMB that are maintained and used for programs and activities related to the role and mission of UTMB

V. Relevant Federal and State Statutes

[NFPA Life Safety Code](#)

[Texas Accessibility Standards, Elimination of Architectural Barriers Texas Government Code, Chapter 469](#)

VI. Related UTMB Policies and Procedures

[IHOP - 02.07.02 - Space Management](#)

[IHOP - 02.07.05 - Temporary Signs Standards](#)

[IHOP - 02.06.03 - Naming of Buildings, Other Facilities, and Entities](#)

[IHOP - 02.06.06 - Posting of Notices on Institutional Communication Venues](#)

[IHOP - 02.09.02 - Freedom of Expression](#)

UTMB Signage Standards (internal access required, please use contact information in VIII)

VII. Dates Approved or Amended

<i>Originated: 06/16/1997</i>	
<i>Reviewed with Changes</i>	<i>Reviewed without Changes</i>
07/15/2014	03/17/2017
07/02/2024	10/11/2022

VIII. Contact Information

UTMB Signage & Wayfinding Manager
409-266-6351