

Texas Woman's University

Library Policy Manual

Policy Name: Library Signage Policy

Last Library Review: May 2023

Next Library Review: May 2024

Purpose: To provide guidelines for cohesive, professional public-facing signage for the TWU Libraries. This policy applies to all signage placed in common areas of the libraries that can be viewed by non-library staff members.

Note: *Access, availability, usage, and occupancy limits may be changed in accordance with University guidelines regarding health and safety.*

Definitions: For the purpose of this policy

Signage – All visual communication, print and digital, intended to promote library events, programs, policies, services, spaces or provide direction.

Digital Signage – Creative images, both text and pictures, that appear on TV monitors within the TWU Libraries.

LET - Library Executive Team

Manager of Library Events and External Relations - Contact person for the TWU Libraries (940-898-3731).

Outside Group - Any person or group that is not part of the TWU Libraries.

Policy:

- All signage, temporary or permanent, needs to be appropriately branded and be cohesive with existing signage.
- All signage, temporary or permanent, must adhere to best practices, which includes:
 - Consistency (visual/text type) of all print signage
 - Branding per TWU Guidelines: <https://twu.edu/marketing-communication/brand-guidelines/>
 - Language/Controlled vocabulary
 - Be friendly (limit or eliminate the use of “no”, “do not”, “restricted”, etc.)
 - Embrace simplicity
 - Mounting/Placement
 - Taping signage up is not allowed
 - Use of frames is acceptable
 - Plexiglass holders (wall or tabletop) may be used
 - Easels are acceptable
 - Signage should be placed at eye level when possible; be mindful of sightlines and walkways

- Americans with Disabilities Act (ADA) Compliance
 - Per ADA, signage must have a high contrast ratio (strongly contrasting colors between the content and the background) as well as a non-glare finish.
<https://www.inprocorp.com/architectural-products/architectural-signage/ada-compliant-signage/>; <https://www.accessibility.com/blog/how-to-create-ada-compliant-signs>;
<https://www.tdlr.texas.gov/ab/2012abtas7.htm#703> (see 703.5.1 *Finish and Contrast*)
 - The amount of print signage should be minimal to avoid clutter
 - Avoid using jargon (i.e. *RTR* (Reference Training Room), *JTLH* (Joyce Thompson Lecture Hall))
 - Refrain from using clipart or photos within the signage unless produced by TWU and/or approved through TWU Marketing and Communications (MarCom)
 - No handwritten signs

Special Event and Promotional Print Signage:

Special event and promotional print signage within the libraries may be placed in high traffic areas or temporarily in the planned event space. Signage should adhere to all policy guidelines and should be removed in a timely manner.

Digital Signage:

The TWU Libraries maintain four digital signs in common areas of the Blagg-Huey Library (Security Desk, Information Desk, 2nd Floor, 3rd Floor), and one sign behind the Information Desk and one sign in the lounge of the Dallas Center Library. An additional departmental sign is located in Special Collections and University Archives.

Common area digital signage is intended to be seen by all library users, and therefore should pertain to the majority of users and patrons. Departmental digital signage scope is set by the department.

Special event digital signage may be allowed on common area digital signage with the understanding that all other common area signage running on the display must be suppressed to maximize visibility for the special guest(s). This event signage may be placed on one or all common area digital displays depending on the need of the request, and requires Library Executive Team (LET) approval.

Digital signage standards for both common area and departmental digital signs are similar to those of print signage. Due to the nature of digital signage, the graphics used should be clear, concise, and brand consistent but may include artwork or photography.

Digital signage for common area digital signs is created and managed by the Design Specialist. Digital signage requests are made to the Design Specialist through either the Content Marketing Committee, submission of the *Signage Request Form*, or by direct request. All requests made by external TWU departments, organizations, or colleges should be submitted to the Manager of Library Events and External Relations and/or the Design Specialist and require final LET approval. Content must be reviewed

to ensure compliance with branding standards, to acquire additional approvals as needed, and/or to ensure signage meets system requirements.

Content for departmental signage is at the discretion of the managing department, but may involve the Design Specialist as needed or requested.

Additional Signage: flyers or communications inside/on/around the libraries by outside groups

TWU Libraries does not permit posting of signs or the placement of flyers inside, on, or around the libraries without the permission of the Manager of Library Events and External Relations or a member of LET. Allowance of placement of signage and/or flyers by an outside group may be allowed within the following parameters:

- Flyers approved by TWU Student Life are allowed on the community bulletin boards. Removal of these flyers should be done in a timely manner.
- Special event communication that meets all TWU branding guidelines may be placed with the approval of the Manager of Library Events and External Relations or a member of LET. That signage should be removed when the event is completed.
- Campus wide initiatives (i.e. Risk Management, MarCom) created to educate and/or inspire action by the student community may be placed with the approval of the Manager of Library Events and External Relations or a member of LET.

Approval Process for Signage:

All requests for temporary or permanent signage should be made to the Manager of Library Events and External Relations (940-898-3731). Not all issues are best addressed through signage, therefore not all requests will be accommodated. The Manager of Library Events and External Relations may defer the request to LET for final approval if necessary.

Review:

The Library's Policy Work Group will review this policy with recommendations forwarded through normal administrative channels to the Dean of Libraries.