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Title: DISTRICT SIGNAGE PROCEDURE AND  
REGULATIONS

Code: GG0109

Policy Reference: G0100, Facility Planning and Contractual Expenditures

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## I. GENERAL

To best serve our students and our community, MATC will provide interior and exterior signage that will be conducive to easy access for all college facilities, programs, and services in order to establish efficiency, uniformity and consistency. This procedure is applicable to signs that are visible from publicly accessible spaces outside and inside MATC campuses.

All items are restricted to display in approved locations including digital monitors, sign stands, sleeves, sandwich boards, easels or designated bulletin boards.

**Unauthorized Posters and Signs:** Unauthorized posters and signs will be removed by Public Safety and/ or Facilities. In order to promote a clean, safe, and attractive environment for higher education, it is necessary to refrain from:

1. covering glass in doors,
2. taping handmade signs to painted and varnished areas, and
3. taping notes and envelopes to doors.
4. posting signs on fire doors

**Budget and costs.** Facilities maintains a budget for permanent signage. Temporary signage is paid by the client departments through the Printing Services process.

## II. PERMANENT SIGNAGE

(ROOM SIGNS, DEPARTMENT SIGNS, WAYFINDING)

### A. Definition & Responsibilities

Permanent signs are generally intended to be in place for one year or longer. Facilities Planning & Construction is responsible for the permanent signage program, inventory and placement. Given its role in moving offices to new locations, Facilities Planning & Construction will flag these moves for signage purposes. The placement is to be consistent across the District. All permanent signage will be in full compliance with the Americans With Disabilities Act Accessibility Guidelines (ADAAG) and other pertinent codes and regulations. Any and all signage will follow the below guidelines.

Marketing & Communications is responsible for maintaining signage-specific guidance in the college's Branding Guidelines that ensures signage is consistent



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and brand aligned and is available for use by the Facilities Planning & Construction department.

Signage **style, format, and primary and accent colors** for all permanent signage have been identified and are on record in the Interior Design Guidelines with the Facilities Planning & Construction department. All signage must comply with the chosen scheme.

### B. Subcategories

- a. Room Signage: The purpose of this type of signage is to identify specific rooms and interior areas within the MATC District facilities. Identification is compliant with current Americans with Disabilities Act requirements. All room signs must have the assigned room number and occupancy title in the proper font, letter size and Braille according to current Signage & Wayfinding Standards.
- b. Wayfinding Signage and Directories: The purpose of this type of signage is to enable all users of MATC District facilities to navigate efficiently throughout these buildings. This includes maps and guides to key destinations and identifies accessible entries. Wayfinding Standards apply.
- c. Information Signage: This category of signage includes signage related to specific areas of campus such as areas where certain activities may be offered or restricted or prohibited.
- d. Permanent Exterior Signage: The purpose of exterior signage is to identify MATC District facilities to the public. Once identified it provides all users with geographical orientation and assists them with navigating efficiently in and around the individual campuses. Proposed prominent exterior signage may also require the additional approval of the Campus Beautification Committee.
- e. Retail Signage designating specific services: These signs should only be placed when a service is open to the public on a consistent basis throughout the year during what customers may expect to be normal business hours.

### C. Requests

Requests for permanent signage may be directed to Facilities Planning through the [Signage Request Form](#). To request that a permanent sign be removed, utilize the Facilities work order process by emailing [milwaukee-campus-operations@matc.edu](mailto:milwaukee-campus-operations@matc.edu).

## III. DIGITAL SIGNAGE



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#### **A. Definition & Responsibilities**

Marketing & Communications is responsible for the content of digital displays around campus and leads the management of RealEyes digital displays in partnership with Facilities and Information Technology.

Marketing is responsible for content. Facilities determines locations of digital information signs and Information Technology coordinates needed low-voltage infrastructure.

Facilities and space occupants may identify a need for non-informational digital signage such as a menu display in a food service area or a television display for Milwaukee PBS. In these instances, Facilities coordinates directly with the space occupants. Marketing should be consulted for brand-related decisions.

#### **B. Requests**

Digital signage requests can be made as part of an overall promotional request to Marketing via the department's request form at [matc.sharedwork.com/requests](http://matc.sharedwork.com/requests).

### **IV. TEMPORARY SIGNAGE**

(PROMOTIONAL FLYERS/WAYFINDING FOR EVENTS, TEMPORARY DEPARTMENT NAME/LOCATION SIGNS, DAY-OF ROOM CHANGE/CLOSING, OFFICE HOURS)

#### **A. Definition & Responsibilities**

Temporary signs are generally intended to be in place for less than one year.

Marketing & Communications is responsible for the design of temporary signage and related templates. Printing Services is responsible for printing temporary signage and Operations is generally responsible for the installation, maintenance and removal of temporary signage with exception of event-specific signage (see below).

When an individual office or department is affected for a period of less than one week, the individual or department may simply print a temporary sign and display it. [See this template in English and Spanish.](#)



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**B. Subcategories** - *Note that signs with a numeral next to them indicate how to request the sign; see IV/C (Requests)*

**Standard standing signs (22x28", 24x36", and 11x17" at information nodes) (these are coordinated at the college level and/or by Public Safety and not requested by departments/individuals for individual events or offices)** are available to display important information such as entry procedures or health and safety protocols at a specific point in time, welcoming visitors to a location or building, or related purposes. Most of these signs are in fixed locations that will be outlined in an index/map that specifies their location at each campus; this allows for easy updating in the event of changes in entry procedures, etc. If standard standing signs are not available, new offices/or grand openings may request a temporary "Mighty Mount" type of sign and may be on display for no longer than one month beyond the office opening before standard office departmental signage will replace all temporary signs.

**Promotional flyers/signs for events or other efforts (Type 1)** may only be hung on designated Student Life bulletin boards and must be approved by Student Life. Individuals may receive approval by visiting the Student Life office on the campus where you wish to post. Flyers submitted for printing or approval should include the date by which they can be removed, which should be the completion of the event or effort in question.

**Promotional flyers for student organizations/student-led events (Type 3)** may be created independently by student organizations, however, these must still be approved by Student Life. Flyers submitted for printing or approval should include the date by which they can be removed, which should be the completion of the event or effort in question.

**Wayfinding signs for events (Type 2)** are temporary signs pointing potential attendees to a specific event. These may be placed on Student Life bulletin boards with the approval of Student Life. If no nearby bulletin boards are available, Student Life will have access to reusable sign holders. MATC College Events will also have access to reusable sign holders for events it manages. Student Life will be responsible for removing these signs following its events or student events; College Events will be responsible for removing these signs following events it manages.

**Construction project signage (Type 1)** is signage that notes a construction project is underway and may include renderings of the future facility. Marketing & Communications through its branding guidelines will provide Facilities with



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font/typeface to use for projects that are under construction. Required compliance signage for safety and related purposes must come from the construction contractor. Cosmetic signage that showcases a rendering of a future site should be designed by the college's Design Center, produced by MATC Printing Services with installation coordinated by MATC Facilities. If a construction project requires the relocation of an office or department, Facilities works with Design and Printing Services to ensure appropriate signage is created. Names will reflect the official name of an office or department and this will be confirmed in the proofreading. The college will maintain permanent organizational charts and lists of departments that Marketing & Communications can proof against.

**A-frame or sandwich board signs (2)** may be placed at outdoor campus locations and are not permitted indoors. The reusable signs are stored by Facilities. A-frame/sandwich board sign requests for events fall under promotional flyers/signs for events or other efforts as noted above.

**Day-of room change signs (3)** can be printed by individual employees (or a Pathway or Department office if the person doesn't have access to a printer) using this [template \[LINK\]](#). These signs are for no more than three days. The individual who hangs the sign must remove after the room change is complete. If a room change lasts more than three days, see above for temporary department name and location signs.

**Planned holiday closure signs (not requested)** are created by Design Center on a schedule working with stakeholders throughout the college and printed by Printing Services and hung by Facilities. These are displayed at all 81 doors throughout all college campuses (and utilized on digital displays and social media).

**Office/room closing signs (2)** must be requested by a manager or department leader who contacts Printing Services via email ([printingservices@matc.edu](mailto:printingservices@matc.edu)). Printing Services will use a template to produce the signs and Facilities will hang the sign and remove it once the closure is complete.

**Faculty office hours signs:** A Faculty Appendix Committee subgroup is currently working on a process improvement for faculty office hours signs. This document will be updated once that work is completed.

**Department office hours signs (2)** follow a set [template](#) and can be printed by Printing Services after being reviewed by the college Editor. Printing Services



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works with Facilities to provide a clear plastic sign holder for offices/departments to display hours.

**Display cases** must be maintained in accordance with college Corridor Guidelines.

**Vehicle branding/signs (1)** are completed in partnership with the Design Center, Printing Services and outside contractors where needed. When new vehicles are purchased or when updates are needed, complete the [Marketing request form](#).

**Billboards;** the college owns property on which two billboards are constructed: one piece of property along W. Winnebago Street is leased to Lamar and the college has a lease agreement that gives the college access to a certain number of advertising impressions on the Lamar network in exchange for a discounted lease. The college also owns a billboard atop the Education Center at Walker's Square. Content of these billboards is determined by Marketing & Communications.

### C. Requests

Type 1 signs (as noted above) must go through the Design Center — request at [matc.sharedwork.com/requests](http://matc.sharedwork.com/requests) 30-60 days before it is needed; Design will send to Printing.

Type 2 signs (as noted above) must be requested through Printing Services — email [printingservices@matc.edu](mailto:printingservices@matc.edu) at least one week before the need (unless an unplanned closure occurs).

Type 3 signs (as noted above) may be printed by individuals or departments using templates.

Office of Responsibility: Signage Committee  
Last Reviewed: May-2022