



Oregon State
University

Campus Sign Plan

Adopted by the Campus Planning Committee

Adopted: June 26, 2006

Revised: June 17, 2020



INTRODUCTION

Oregon State University requires an effective system of visual communication that projects a uniform institutional identity, while at the same time integrating well with the present and future campus environment.

Good signage provides a harmonious and aesthetically pleasing arrangement in the following three areas of design:

1. **Communication:** What signs say, to whom, and for what purpose; how they say it; where the signs are located and how well signs communicate.
2. **Graphic Design:** How typography, maps, diagrams, iconic and coded symbols and colors are used to organize information and emphasize messages to help create an overall visual identity.
3. **Sign Design:** How signs are fabricated and installed, their size and shape, how they are maintained and integrated within the OSU physical environment and how they work within the scope as defined by the Land Development code for the City of Corvallis.

There are eleven (11) basic sign elements according to function or based on the information they provide:

1. **Facilities Identification:** Primary and secondary OSU building signs.
2. **Way Finding Identification:** Panel boards, kiosks, You are Here, Sandwich boards and Directional Signs providing informational and directional signs for the campus users and visitors.
3. **Historical Identification**
4. **Memorials**
5. **Parking Identification**
6. **Regulatory/Accessible Identification**
7. **Tobacco-Free Campus Signs**
8. **Illuminated Identification**
9. **Temporary Identification**
10. **Interpretive**
11. **Banner Plan**

All OSU signage shall be requested, designed and installed by Facilities Services to ensure all sign standards are followed.

SIGN POLICIES

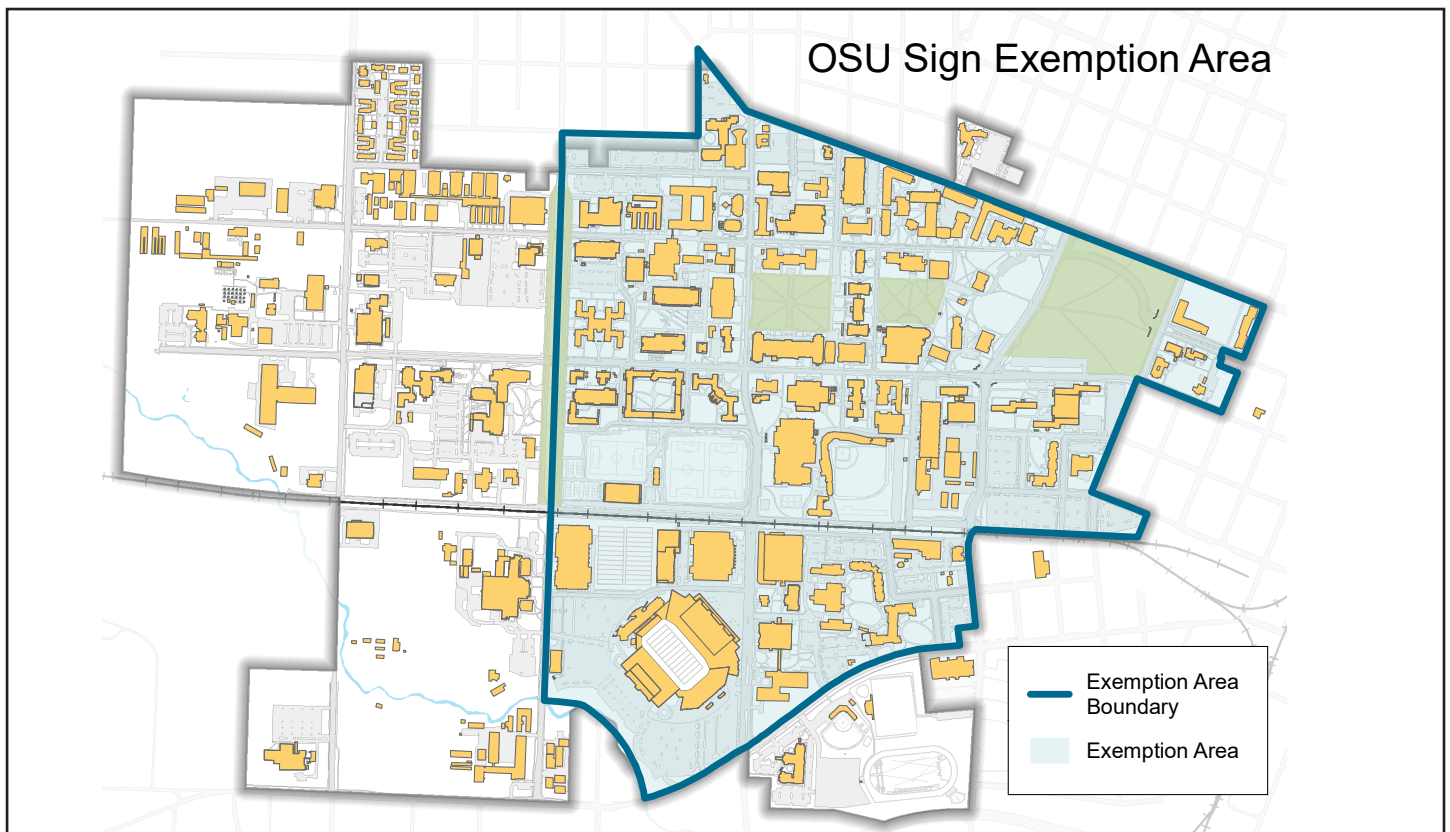
1.0 GENERAL

OSU's sign policies follow the City of Corvallis Land Development Code, Corvallis Sign Regulations, Chapter 4.7. In addition, the policies written in this plan are governed by the 2004-2015 OSU Campus Master Plan.

The Corvallis Sign Regulations includes an OSU Sign Exemption Area identified within the OSU District. The OSU Sign Plan governs the signs placed INSIDE of the OSU Sign Exemption Area, and signs located in the OSU District but are OUTSIDE of the OSU Sign Exemption Area shall be subject to the Corvallis Sign Regulations.

All signs and sign structures shall comply with the standards identified in the OSU Sign Plan. Signs that already exist upon adoption of the sign plan will continue to be in effect. If an existing sign is replaced, then the sign plan policies apply. All signs shall be installed in a manner that does not damage existing buildings or structures or alter character defining features of buildings or structures. Additional care should be taken with the installation of signs in the OSU Historic District or on historic structures. Permanent signs required by building code shall be installed consistent with applicable regulations, standards, and guidelines.

All other sign requests not included in this document must be submitted to University Land Use Planning for approval.





2.0 FACILITIES IDENTIFICATION

This section contains the requirements for exterior signs used in establishing identity and communication. These types of signs are used to welcome visitors upon arrival to the campus and to provide building identification.

- 2.1 No exterior sign shall exceed 200 square feet in area.
- 2.2 Primary Identification: Recognized main building entrance.
 - 2.2.1 Campus Portals: The entry portals to the campus are an important part of the OSU way finding experience and appropriate design of these gateways can enhance a visitor's arrival to OSU. These signs are unique in design: therefore the design and location of the signs will be determined by the Campus Planning Committee. There are currently two (2) identified portals.
 - Jefferson Avenue and 15th Street.
 - 26th Street and Western Boulevard
 - 2.2.2 Monument Signs: These signs are considered the main building identification and will only include building name, abbreviation and street address.
 - 2.2.3 Minimum setback for primary identification signs from the curb face shall be two (2) feet.
 - 2.2.4 Minimum separation between primary identification signs shall be 100 feet.
- 2.3 Secondary Identification: These signs will be used to recognize secondary building entrances. They will be building mounted and identify building name and abbreviation, and if appropriate a directional reference. (i.e. East Entrance)

3.0 WAY FINDING IDENTIFICATION

These signs are to identify building and area locations around campus. Examples of way finding signs that can be found at OSU are listed below:

- 3.1 Panel Boards: These signs are larger than directional signs and are typically displayed at ground level for both pedestrian and automobile traffic.
- 3.2 Kiosks: These signs are used as way finding for a variety of venues such as buildings, parking, shuttle stops, etc.
- 3.3 You Are Here: These signs include a reference map and may be incorporated into kiosks to assist mostly pedestrian traffic for locating specific buildings and/or locations on campus.
- 3.4 Sandwich Boards: These types of signs are typically temporary in nature and are used to publicize an event.

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- 3.5 Directional Signs: These signs provide direction to parking lots, buildings, and athletic and/or event facilities within a specific location. The policies below apply:
 - 3.5.1 Minimum clearance for these signs located above a pedestrian walkway shall be 10 feet. If a directional sign is attached (such as building, light post, etc.) these two policies apply:
 - 3.5.1.1 If the attached sign projects more than 6 inches, the minimum clearance above a pedestrian walkway shall be 7 1/2 feet;
 - 3.5.1.2 If the attached sign projects more than 1 foot, the edge of the sign face closest to the building shall not project more than 6 inches;
 - 3.5.1.3 No attached sign shall project more than 8 feet from the building face.
 - 3.5.1.4 No direction signs are to be attached to any historic building. (Refer to the OSU Historic Preservation Plan Design Guidelines.)

4.0 HISTORIC IDENTIFICATION

The policies for these signs will be developed in OSU's Historical Preservation Plan.

5.0 MEMORIALS

Memorial signage is governed by the policies and procedures set forth by the Campus Outdoor Art Committee (COAC). Copies may be obtained by contact the Office of the Vice President for University Relations and Marketing. The following information is extracted from the COAC Purpose and Procedure Statement.

The types of memorials that are approved for placement on the campus of OSU are site furniture with plaques or trees.

- 5.1 Guidelines
 - 5.1.1 The person or event being memorialized shall have a long-term significance to the University's function, direction, or evolution (e.g., staff and faculty, students, benefactors, campus history).
 - 5.1.2 The subject has timeless qualities that will be meaningful to future generations and enrich the campus experience.
 - 5.1.3 Memorials should benefit the University as a whole.
 - 5.1.4 Memorial messages should identify the person or event with a brief description of the contribution.
 - 5.1.5 Memorials will not require maintenance beyond that typically occurring on campus.



- 5.1.6 For memorials affixed to buildings, this sign type may be placed on the exterior face of the building, near the primary entrance of the facility.
- 5.1.7 Submit a request for conceptual design to University Marketing and then submit a written request with the approved conceptual design to the Campus Planning Committee for approval of site location.

6.0 PARKING IDENTIFICATION

- 6.1 Oregon Department of Transportation and industry standards will define these type of parking signs.

7.0 REGULATORY/ACCESSIBLE IDENTIFICATION

- 7.1 These signs identify accessible and inaccessible building entrances. At each inaccessible entrance, a directional sign will be provided to direct disabled users to the nearest accessible entrance. The signs shall conform with the Americans with Disabilities Act Administrative Guidelines.
- 7.2 For new buildings, the project manager responsible for the construction of the buildings must ensure that all external and internal accessible signage will be included as a cost to the project.

8.0 TOBACCO-FREE CAMPUS SIGNS

OSU's tobacco-free campus policy prohibits the use of all tobacco products anywhere on university-owned or controlled property. Signs may be used on a limited basis to inform visitors, students, staff, and faculty of the policy and where it applies on the Corvallis campus.

- 8.1 Tobacco-free campus policy signs should be primarily used in the following locations:
 - 8.1.1 Near the campus boundary where the location of the campus boundary may be unclear; and
 - 8.1.2 In locations where visitors first arrive on campus (e.g. parking garage, Reser parking lot, transit stops).
- 8.2 All locations must be approved by University Land Use Planning and are subject to the guidance provided by the Tobacco-Free Implementation Working Group. University Land Use Planning will coordinate with Facilities Services, Transportation Services, Public Safety, and other relevant departments, to determine the appropriateness of a proposed location.
- 8.3 Signs may not exceed 12 inches by 18 inches in size.
- 8.4 Signs may be free standing or attached to structures.
- 8.5 Signs must be installed consistent with applicable regulations, standards, and guidelines.

9.0 ILLUMINATED IDENTIFICATION

- 9.1 Illuminated signage is limited to locations or buildings that have student activities during the evening, and for way finding for emergency services.
- 9.2 Illuminated signage may include neon signage to call attention to buildings that provide OSU approved commercial food service, OSU and student supported entertainment activities, and athletic or special events that promote campus-wide activities. These types of events or activities may include coffee shops, brew pubs, football stadiums, or conference centers. Neon sign requests must be submitted to the Campus Planning Committee for approval.
- 9.3 Neon signage requested for historical campus buildings will be governed by policies developed

10.0 TEMPORARY IDENTIFICATION

These signs typically advertise or publicize short-term events on campus.

- 10.1 Events: A sign can be placed for an OSU recognized and/or sanctioned event.
 - 10.1.1 Event signs will typically be on sandwich boards, but may include fliers posted in approved places around campus.
 - 10.1.2 Signs must be placed no sooner than 3 weeks before the event, and must be removed no later than 3 DAYS after the event.
 - 10.1.3 Facilities Services Landscape Department must be contacted for any signs that required in ground placement to prevent damage to university irrigation or utilities. Contact the department through the Work Control Center at 541.737.2969.

11.0 INTERPRETIVE

Interpretive signs are intended to explain, interpret, or communicate site-specific information of educational value or interest regarding something in the immediate vicinity. Examples of topics for interpretive signage include demonstration gardens or experiments, innovative or experimental designs, and elements of historical significance.

- 11.1 Requests for interpretive signs shall be made through University Land Use Planning. University Land Use Planning will coordinate the review of proposals with the appropriate campus departments.
- 11.2 University Relations and Marketing will review and approve proposed signs for content and consistency with University Relations and Marketing design standards.



- 11.3 Capital Planning and Development and Facilities Services will review and approve the construction, proposed location, and installation method of proposed signs. Signs shall be consistent with the OSU Construction Standards and the City of Corvallis's Land Development Code. Installation locations will be determined with consideration given to compliance with applicable codes and standards, accessibility, maintenance requirements, impacts to historic resources, and impacts to university landscaping and infrastructure.
- 11.4 The requesting department, organization, or program is responsible for the costs associated with the sign, including content and design, materials, installation, repair, and maintenance.

12.0 OSU BANNER PLAN

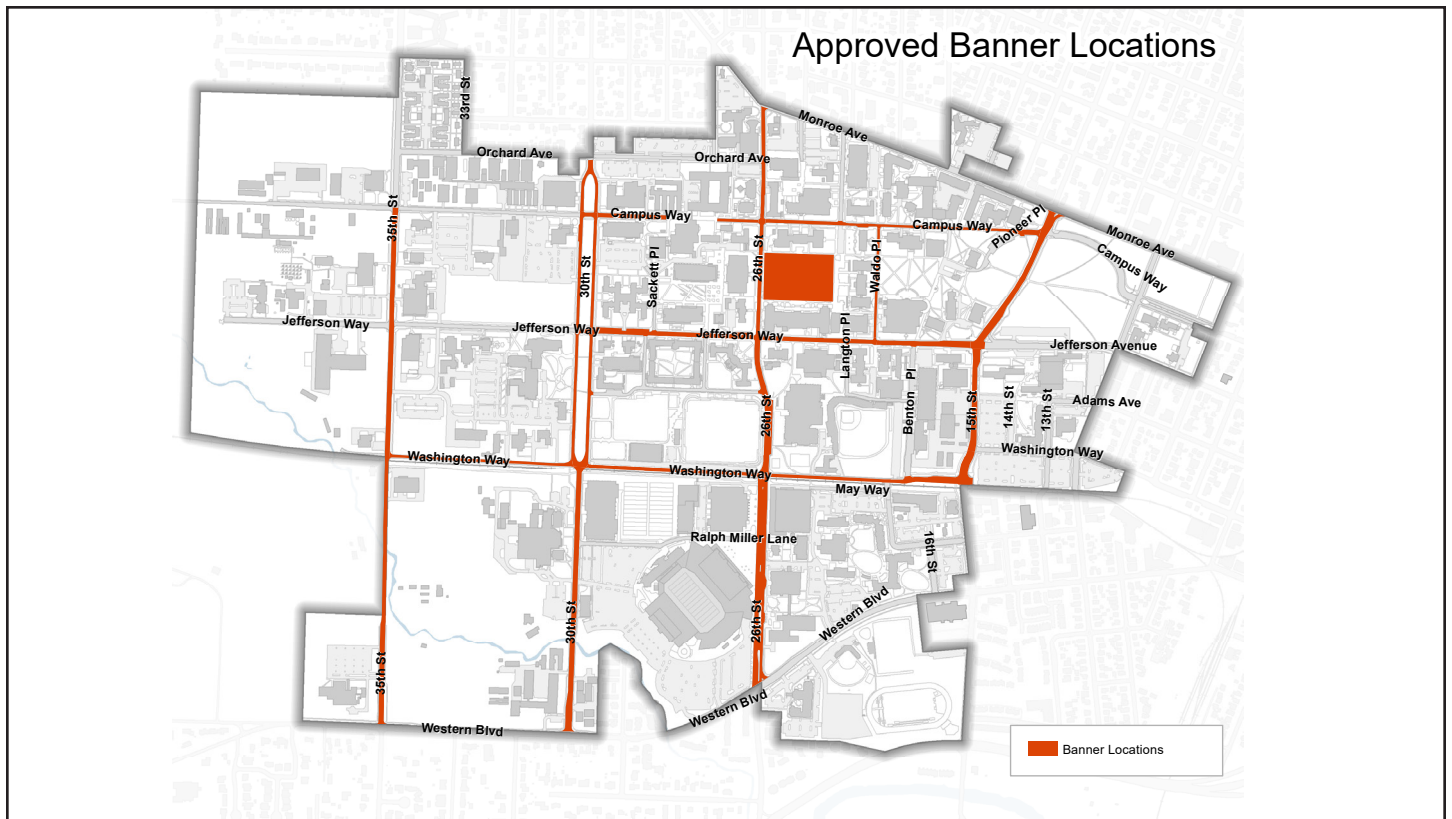
- 12.1 Banner Content. The university uses outdoor lamp post banners to create a sense of place and as a method of celebrating OSU achievements and the university's strategic mission. The OSU Banner Plan identifies the parameters for artwork, message, and placement to guarantee that banners are used for OSU-appropriate information and represent the university with an overall institutional message. The following content criteria are suggested when developing concepts for OSU Banners:

- Celebrating student life
- Faculty research
- Interdisciplinary research and teaching
- Academic or historic milestones
- Notable alumni
- Large public campus events – Family Weekend, Homecoming, Commencement

- 12.1.1 Banners are not for individual division, department, or program use. Banners may not focus on specific departments or programs, but rather banner content must promote a broader message.

- 12.2 Approved Banner Locations. Banners will be placed in main thoroughfares on campus and in areas that experience large volumes of vehicular and/or pedestrian traffic. The following areas identify the approved banner locations:

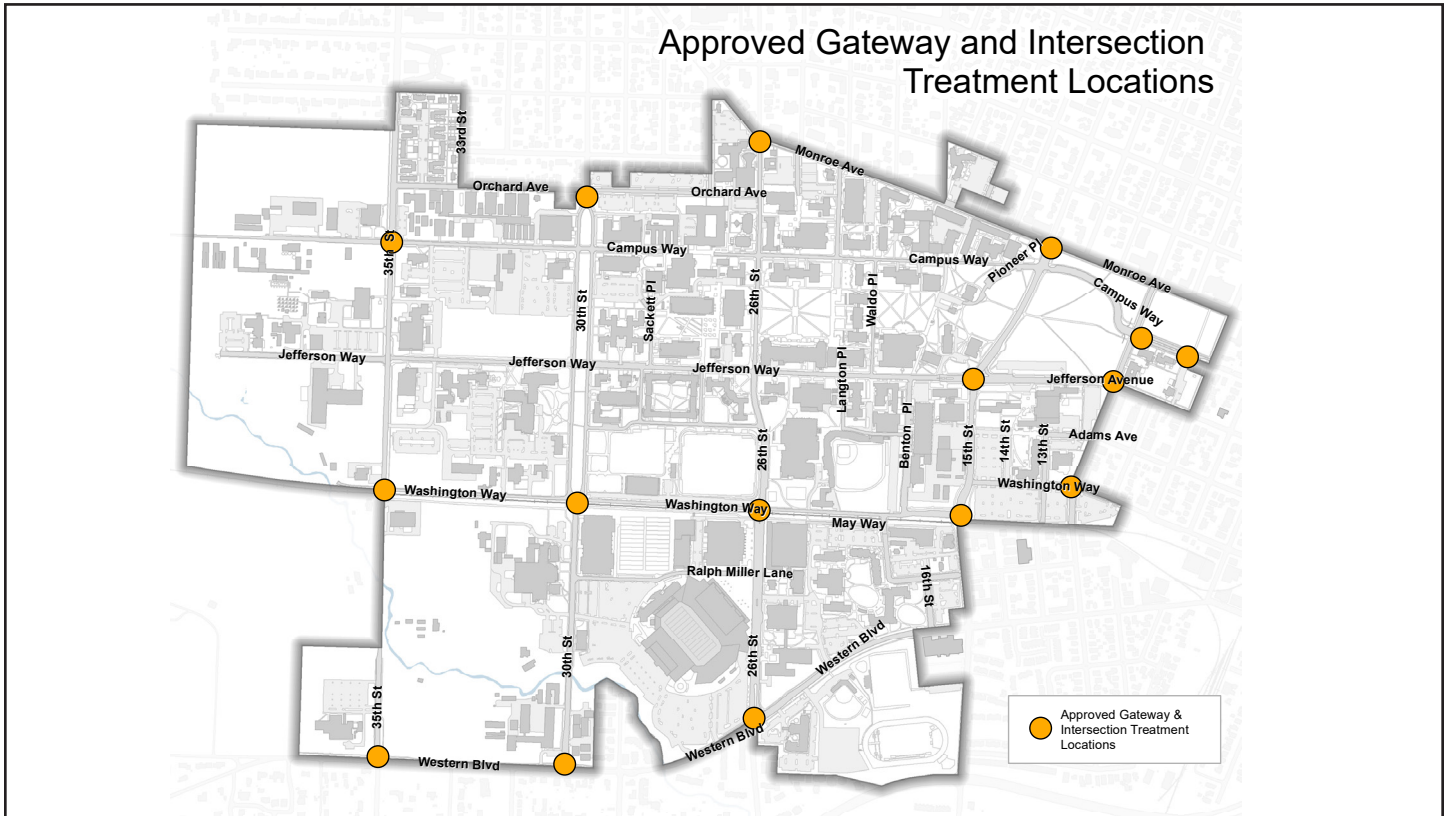
- Campus Way (15th Street to 30th Street)
- Jefferson Way (15th Street to 30th Street)
- MU Quad
- Waldo Place (Jefferson Street to Campus Way)
- 15th Street (Washington Way to Monroe Avenue)
- 26th Street (Western Boulevard to Monroe Avenue)
- 30th Street (Western Boulevard to Orchard Avenue)
- 35th Street (Western Boulevard to Campus Way)
- Washington Way (15th Street to 35th Street)



- 12.2.1 When banners are installed in approved locations that do not currently have light poles with banner arms, banners and mounting hardware shall be installed along the full length of a block. University Marketing and University Land Use Planning staff will review and approve the proposed spacing of banners and banner mounting arms.
- 12.2.2 Capital projects that meet the following threshold will be responsible for the cost of installing light pole banner arms. A capital project must include all of the following:
 - 12.2.2.1 Street frontage along a block that has incomplete banner coverage along an approved banner location;
 - 12.2.2.2 A construction budget of \$1M or greater;
 - 12.2.2.3 A project scope that includes new construction, comprehensive building renovations, significant exterior modifications, infrastructure, or landscape installation.
- 12.2.3 University Marketing and University Land Use Planning staff will review instances that preclude implementation along an entire block and may grant a waiver from this requirement.



12.2.4 Banner request for locations other than the approved locations above must be reviewed and approved by University Marketing, University Land Use Planning, and the Campus Planning Committee. Requested locations will be reviewed for consistency with OSU's planning documents (e.g., Campus Vision, OSU Transportation Plan, etc.) and applicable land development codes. Contact the University Land Use Planning Manager at 541-737-8503 to submit a proposed location for consideration.



12.3 Approved Campus Gateway and Intersection Treatments. OSU logo banners will be placed on light poles at intersections and locations that serve as gateways to campus, as identified in the OSU Transportation Plan. The use of logo banners in key locations creates an arrival experience and reinforces a sense of place.

- Intersection of 35th Street and Western Blvd
- Intersection of 35th Street and Washington Way
- Intersection of 35th Street and Campus Way
- Intersection of 30th Street and Western Blvd
- Intersection of 30th Street and Washington Way
- Intersection of 30th Street and Orchard Avenue
- Intersection of 26th Street and Western Blvd

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- Intersection of 26th Street and Washington Way
 - Intersection of 26th Street and Monroe Avenue
 - Intersection of 15th Street and Washington Way
 - Intersection of 15th Street and Jefferson Way
 - Intersection of 14th Street and Monroe Avenue
 - Intersection of 11th Street and Washington Ave
 - Intersection of 11th Street and Jefferson Avenue
 - Madison Avenue (9th Street to 11th Street)

- 12.4 Design, Message, and Review. Banner designs should be coordinated through University Marketing in order to ensure that messages and artwork are in line with the overall university branding efforts. University Marketing can design banners for departments/units. If a department/unit chooses to design its own banner, an initial meeting should be scheduled with University Marketing to discuss design parameters and information about environmental constraints which may impact the overall design. University Marketing is responsible for final approval of all designs to ensure compliance with the university's Brand Identity Guidelines.
- 12.5 Banner Placement. Banners must be mounted on dual arms to a campus standard historic light pole consistent with the current OSU Construction Standards (<https://fa.oregonstate.edu/cpd-standards>). University Marketing will coordinate with Facilities Services' Work Coordination Center (<https://ufio.oregonstate.edu/facilities-services/contact-us>) to install approved banners.

13.0 GRAPHIC STANDARDS

The graphic standards for OSU signage will provide uniformity throughout campus. Each sign will be categorized by function and size.

Message design, nomenclature and application will be standardized according to the appropriate campus policies as identified in the OSU Campus Master Plan (see CMP Principles and Policies: 2.9), and the OSU Graphic Identity Guidelines. Message legibility is considered from the perspective of a variety of users: visitors, university community, vendors and service visitors, people with vision impairment and people with mobility impairment, and other users.

- 13.1 OSU Logo. The Oregon State University logo will not be added to the primary or secondary facilities identification signs, as building names change over the lifetime of the university.
- 13.2 Primary Facilities Identification Signs
- 13.2.1 Portal Sign Design. The entry portals to the campus are an important part of the way finding experience and appropriate design of these gateways should enhance the sense of arrival for OSU visitors. There are two (2) main OSU portals:
- Jefferson Avenue Portal: This portal is in Sector C and is located at 15th Street and Jefferson Avenue. The historic entrance first developed at OSU known as "Memorial Gate" and is now purely ceremonial entrance is located a block away along 15th



Street between Jefferson and Monroe Avenues. This entrance portal serves as a companion to the old, by utilizing similar design styles.

- 26th Street and Western Boulevard. This is the south entrance to the main campus and is located within Sector E. This sector is primarily athletic facilities, event facilities, dining facilities and also includes a parking structure.

13.3 Monument Sign Size

13.3.1 There are three (3) sizes for OSU Monument signs. The size of the sign is determined by its location in proximity to the OSU campus boundary as defined by the OSU Campus Master Plan.

13.3.2 Monument Signs outside the OSU Boundary: These signs will be visual vehicular traffic where speed may exceed 50 miles per hour. Prior to sign construction a sign permit must be submitted to the City of Corvallis for approval.

13.3.3 Monument Signs within the OSU Boundary: These signs are within the OSU campus boundary, but outside of Sector C as identified in the OSU Campus Master Plan. The City of Corvallis' Land Development Code identifies an OSU sign exemption boundary, and monument signs within the OSU boundary may fall outside of the City of Corvallis OSU Sign Exemption Area.

13.3.4 Monument Signs in Sector C: This location typically has high-pedestrian traffic and less vehicular traffic. Roads within Sector C are OSU-owned and maintained. Monument signs will decrease in scale by 50% of Monument Signs outside of the OSU Boundary, and 25% less for Monument Signs within the OSU Boundary. This location is within the OSU Sign Exemption Area and construction and sign placement can proceed with no required sign permit.

13.4 Lettering

13.4.1 Consistency of typography is one way to create a consistent look when communicating across campus. Oregon State University main building signs use the Sabon typeface. The typeface is traditional in nature, and its use on facilities identifications provides design continuity.

13.4.2 Lettering heights vary depending on the type of signage. Contact the Facilities Services Sign Shop for information about lettering heights.

13.5 Height: The height of the top of signs shall be as follows:

13.5.1 Building signs; 5 FEET

13.5.2 Primary/Secondary; 27 INCHES

13.5.3 Panel Boards; (3 feet)

13.5.4 Sandwich Boards; (3 feet)

13.5.5 Kiosks; (5 feet)

13.5.6 Directional Signs; (ODOT Standards)

13.5.7 You are Here; (5 feet unless otherwise placed in approved locations.)

13.6 Sign content will be approved by the Vice President for University Relations and Marketing.

14.0 SIGN LOCATIONS

14.1 Signs will be placed in standard locations where they can easily be found. Wherever possible, signs will be placed together in a unified system to avoid clutter to the landscape. Site signage will be located so as not to become an obstacle or to conflict with exit signs or pedestrian traffic.

14.2 Signs will be placed to allow safe pedestrian clearance, vertically and laterally.

14.3 Site location should avoid conflict with door openings or vehicular operations.

14.4 Signs will be located wherever possible in the “natural line of vision.” Consideration of those with limited head mobility and reduced peripheral vision will be given.

14.5 Interior signage will be placed where it can easily be found, with consideration for tactile signs where possible.

15.0 BUILDING NAMES

15.1 Refer to the policy for naming OSU buildings. Contact the Vice President for University Relations and Marketing.

16.0 CAPITAL AND RENOVATION/REMODEL PROJECTS

Capital and renovation/remodel projects are required to provide basic signage for the functioning of the building. This includes the following types of signs:

16.1 Facilities Identification: At least one sign at the primary entrance to the building.

16.2 Regulatory/Accessible Identification: This provides ample way finding to meet functional ADA signage for room numbers, and general public facilities such as rest rooms, stairs and elevator.

16.3 Building Directory: At least one directory near the primary entrance should be posted to serve the entire building.

16.4 In some cases, campus buildings may require more than the minimum signage as outlined above, and often must accommodate special needs related directly to the function or type of building being constructed. Signage must be in place to meet the special needs beyond the functional signage. Some examples include:

16.4.1 Sports facilities or theatres will require section numbering and/or seat numbering;



- 16.4.2 Multiple occupancy facilities may required additional directory boards and way finding signage to assist future visitors;
- 16.4.3 Structures that are architecturally complex may required additional way finding than a simple structure;
- 16.4.4 Those facilities having “flexible space” characteristics may need more flexible signage than a standard classroom building;
- 16.4.5 Facilities containing laboratories, research space, hazardous materials storage, high security areas, etc. may required additional signage for advisories or warnings. These signs should be considered in the planning of the building and identified in the construction document.
- 16.5 Capital construction projects shall provide funding to pay for signs associated with each project.
- 16.6 In capital construction projects, the General Contractor shall be responsible for contracting manufacture of and for placement of the signs on campus in compliance with the policies and specifications outlined in this document.
- 16.7 The Contractor shall be responsible for full replacement for defects in materials or workmanship for five years.
- 16.8 Auxiliary units shall be responsible for paying for the costs of requested signs for their organization.

17.0 SIGN REQUESTS OR UPDATES

Request for signs can be made through Facilities Services Work Control Center. Contact facilities@oregonstate.edu or call 541.737.2969.