SANDHILLS COMMUNITY COLLEGE	GENERAL POLICIES CAMPUS SINGAGE REQUEST, REVIEW AND APPROVAL	PROCEDURE 2.5.4

Adopted: October 27, 2026

Purpose

To ensure that all campus signage supports the College's mission, brand identity, accessibility standards, safety requirements, and wayfinding goals while providing a clear process for approval, installation, maintenance, and funding.

Step 1: Identify the Need for the Sign

The requesting department must document the purpose of the proposed signage and explain why it is necessary.

Acceptable Reasons for New or Replacement Signage

Safety and Compliance

- Emergency or evacuation information
- Traffic or pedestrian safety
- ADA accessibility requirements
- Security-related signage
- Regulatory or compliance requirements

Wayfinding and Navigation

- Building identification
- Interior directional signage
- Campus navigation improvements
- Visitor orientation

New Initiatives or Programs

- New college initiatives
- New academic programs
- New student services
- Temporary campaign or event signage

Construction or Renovation

- New facilities
- Renovated spaces
- Changes in room usage
- Facility expansion projects

Maintenance and Replacement

- Faded, damaged, outdated, or missing signage
- Signage no longer consistent with current branding
- Signage requiring replacement due to age or wear

Continuous Campus Improvements

- Ongoing improvements to visitor experience
- Campus beautification efforts
- Strategic wayfinding enhancements
- Donor recognition – may be associated with new or existing facilities

Step 2: Identify Funding Source

Before approval, the requesting department must identify:

- Department budget responsible for the expense
- Grant funding source (if applicable)
- Capital project budget (if applicable)
- Foundation or donor funding (if applicable)
- Other approved funding source

The request must include:

- Estimated cost
- Budget account number (if known)
- Budget manager approval

Coordiate estimate and purchasing process with Purchasing Dept. in the Business Office to assist with using state contract vendors when possible. All vendors must be approved and undergo the college's standard vendor onboarding process.

Step 3: Marketing and Brand Review

All permanent signs and externally visible temporary signs must be reviewed by the Office of Marketing and Communications.

Marketing Review Includes

- Brand standards compliance
- Use of approved logos and marks
- Typography and color standards
- Messaging consistency
- Sign design consistency across campus
- Readability and visual effectiveness

Marketing may:

- Approve the design
- Recommend modifications
- Recommend alternative signage solutions

Step 4: Facilities Review

The Facilities Team shall review signage requests for:

Physical Considerations

- Location suitability
- Building code considerations

- ADA requirements
- Structural impacts
- Installation requirements
- Maintenance implications
- Longevity and durability

Facilities Responsibilities

Facilities will determine:

- Whether installation can be completed internally
- Whether outside vendors are required
- Ongoing maintenance responsibilities
- Removal or replacement requirements

Step 5: Approval Authority

Routine Signage

May be approved by:

- Department supervisor
- Budget manager
- Marketing
- Facilities

Examples:

- Interior directional signage
- Office identification signs
- Replacement signs matching existing standards
- Temporary informational signs

Major Signage Projects

Require Executive Vice President approval after Marketing and Facilities review.

Signage for named facilities must be reviewed and approved by the College Trustee's Buildings & Grounds Committee and then approved by the full Board of Trustees consistent with College Policy.

Examples:

- Exterior signage
- Campus entry signage
- Building identification signs
- Monument signs
- Large-scale wayfinding initiatives
- Naming-related signage
- Signage associated with new facilities or major renovations

Special Cases

Signage involving:

- Building naming
- Donor recognition

- Campus-wide standards
- Significant aesthetic changes

Must follow applicable College policies and may require Cabinet, President, or Board review as appropriate.

Step 6: Installation

Following approvals:

1. Final design approved by Marketing.
2. Installation plan approved by Facilities.
3. Purchase completed through established procurement procedures.
4. Facilities coordinates installation and placement.

Roles and Responsibilities

Requesting Department

- Identifies need
- Provides justification
- Secures funding
- Initiates request

Marketing and Communications

- Reviews branding and design
- Maintains signage standards
- Advises on messaging and wayfinding consistency

Facilities

- Reviews placement and installation requirements
- Ensures safety and compliance
- Coordinates installation and maintenance

Executive Vice President

- Approves major signage projects
- Resolves questions involving campus-wide impact, funding, or priority