2.3 Uniform Sign Design

Policy Statement
All exterior signage, including but not limited to permanent and temporary signage, banners, construction signs, donor signs, construction fencing windscreen and signage, etc. shall comply with the latest edition of the UGA Design & Construction Supplemental General Requirements & Standards (Standards) and guidelines references therein.

Reason for policy
The University of Georgia campus consists of a mosaic of buildings and open space within an intricate fabric of natural landscape. Its unique vistas and environs warrant vigilant protection as these form a critical component of the university brand. Introduction of signage in the landscape and along architectural exteriors thus should comply with prescribed guidelines for suitability or otherwise warrant special review and approval through the Campus Environs Review Committee.

Signage guidelines within the Standards offer a framework by which exterior signage is properly employed to provide clear information without cluttering the campus and detracting from its enjoyment. Protecting the campus from visual clutter protects the University’s brand identity and renowned aesthetic character. Further, the framework contributes to a coherent and consistent wayfinding system across campus. Ultimately, the purpose of a sign is to provide information when needed and to fade into the background when not.

Forms/Instructions
Email request for variances utilizing the Campus Environs Review Committee form (see link). Requests shall be emailed to FacilitiesInquiries@uga.edu.

Additional contacts
Policy Contact: W. Brett Ganas, Facilities Management Division, Grounds Director
Policy Contact: Lara Mathes, Office of University Architects for Facilities Planning, Campus Planning Director

Responsibilities
Responsible University Administrator: Office of University Architects for Facilities Planning
Policy Owner: FacilitiesInquiries@uga.edu
Policy Contact: Lara Mathes
Phone Number: 706-542-3605

Related information
UGA Design & Construction Supplemental General Requirements & Standards
Facilities Management Division Uniform Sign Program

Policy Dates
Effective Date: 04/01/2017
Date Last Updated: 05/08/2018
Date of Last Review:
Date of Approval:

Previous Version of Policy: