



On-Campus and Off-Campus Signage

Southeast Technical College Policy STC 532

1. Purpose

This policy establishes guidelines for the creation, display, and maintenance of Southeast Technical College (STC) signage across and at off-campus sites, ensuring consistency with the college's branding and values. It aims to promote a unified campus culture, provide clear criteria for utilizing external logos, and ensure proper representation of STC in all visual communications.

2. General Statement of Policy

This policy applies to all signage with STC branding, including, but not limited to, exterior signs, interior signs, wayfinding, illuminated signs, digital images and video, temporary signage, flyers, posters and pamphlets; and it applies to all STC divisions and departments, as well as articulating colleges, industry partners, community partners, and businesses associated with STC.

General Guidelines

All signage with STC logos, images, or other graphics must adhere to the Brand Identity Standards manual issued by STC and undergo review by the STC Office of Marketing and Communications before printing, installation, and/or distribution.

STC Branding and Exclusive Use

Murals, logos, and other signage visible from the exterior of buildings or located in high traffic areas such as lobbies, prominent hallways and commons are reserved for use only by STC.

Partnerships, External Logos, and Co-Branding

- Interior and exterior signage, logos, murals, or other artwork associated with external entities, such as partnering colleges or industry organizations, must be co-branded to maintain a balance between STC's branding and that of the partner entity, ensuring that STC's visual identity remains prominent.
- Co-branded signage will be placed in areas of campus not considered high traffic areas, such as near academic departments, in stairwells, or along secondary hallways.
- All locations for co-branded signage should be reviewed by STC Office of Marketing and Communications prior to beginning design work to ensure optimal utilization of campus space.
- All images and logos used in co-branded materials must be approved by STC Office of Marketing and Communications to ensure adherence to branding standards, sizing, placement, and quality.
- All co-branded murals and artwork may remain in place for three (3) years, at which time displays will be reassessed and renewed, updated, or removed to ensure displays are indicative of current partnerships and utilize campus space effectively. This stipulation is to be stated in Memorandums of Understanding (MOUs) with partnering organizations.

Review and Approval Process by STC Office of Marketing and Communications

- **Compliance**

All departments must adhere to this signage policy to ensure alignment with STC’s brand identity and visual standards. Non-compliance may result in the removal or modification of unauthorized signage.

3. Definitions

Co-branded signage: Promotional or informational displays that feature the logos, colors, or design elements of both STC and a partnering organization.

External Logo: A logo belonging to an off-campus organization or business; not belonging to STC.

Mural: Artwork painted or applied directly onto a wall, ceiling, or other permanent surface.

4. Related Policies

STC 630 - Naming Facilities

STC 1025 - Commercial Activities

5. Reporting Procedures

All branded signage must be reviewed by the STC Office of Marketing and Communications.

Any individual or group that wishes to display flyers, posters, digital images, or other promotional materials must present the flyer, digital image, or other promotional material to STC Office of Marketing and Communications for approval.

All flyers, posters, digital images, or other promotional materials will be removed within five (5) business days after the event or date of completion.

Any items that are not in compliance with this policy will be immediately removed by STC.

STC employees and students who believe an item is not in compliance with this policy should report it to STC Office of Marketing and Communications for review.

6. Dissemination of Policy and Training

The policy is located on STC’s website under Consumer Information – Southeast Tech Policies.

Legal References: ###, ###, ###

Board Approved: