Dublin City University
Signage Policy

Table of Contents

Purpose

Dublin City University (DCU) recognises the importance of clear, consistent, and visually appealing signage throughout its campuses. This signage policy aims to establish guidelines for the design, placement, and maintenance of signage across all DCU campuses to enhance wayfinding, promote safety, and maintain a cohesive visual identity.

Scope

This policy applies to all types of signage on University property, including but not limited to, academic buildings, administrative offices, commercial buildings, residences, sports buildings, outdoor spaces, and event venues. It also applies to signage for compliance reasons such as Health and Safety, CCTV notices or other types of cameras and sensors. Furthermore it applies to signage erected by external commercial entities operating on DCU campuses on a lease basis and those managed and approved by University Events under the Communications, Marketing and Events (CME) Department.

This policy does not apply to the naming of buildings on campuses which will be considered by DCU Senior Management and approved by Executive.

Definitions

- **Signage**: Any visual display that conveys information, directions, or identification.
- **Temporary Signage**: Signs intended for short-term use, such as event posters, directions and announcements.
- **Permanent Signage**: Signs intended for long-term use, such as building identifiers and directional and wayfinding signs.

Policy Statement

Clear and effective signage plays a crucial role in enhancing the overall campus experience and promoting safety and accessibility at Dublin City University. By adhering to the guidelines outlined in this policy, DCU aims to create a welcoming and navigable environment that supports the diverse needs of its stakeholders while upholding its commitment to excellence and innovation.

General Guidelines

Design Standards

- **Brand Consistency**: All signage must adhere to the University's brand guidelines, including the use of official logos, colours, and fonts.

- **Readability**: Signage must be legible from a distance appropriate to its purpose. Font size, contrast, and lighting should ensure readability.

- **Material and Durability**: Permanent signs must be made from durable materials suitable for their environment (indoor or outdoor). Temporary signs should also be made from materials that can withstand the intended duration of use.

Placement and Installation

- **Location Approval**: All signage locations must be approved by the Estates Office to ensure compliance with safety, accessibility, and aesthetic standards.

- **Visibility and Accessibility**: Signage should be placed in locations that are easily visible and accessible to all, including individuals with disabilities. Adherence to building regulations is required.

- **Obstruction**: Signage must not obstruct pathways, exits, or any other necessary fixtures such as fire alarms or security cameras.

Content Guidelines

- **Accuracy**: All information on the signage must be accurate and up-to-date.

- **Appropriateness**: Content must be appropriate for a University environment and must not contain offensive language or images.

- **Language**: All signage should be bilingual (in Irish & English) and comply with the Official Languages Acts.

Types of Signage

Permanent Signage

- **Building Identification Signs**: The exterior name of buildings on campus must comply with DCU Signage Guidelines as approved and provided by the CME Department.

- **Directional Signs**: Exterior pointer signage and interior wayfinding signage should provide clear directions to key locations such as buildings (exterior) and

toilets, lifts, exits, and main offices (interior). This includes Monoliths, Pointers, Directional, Floor Signs, Door Signs, Room Signs, Room Blades, Hanging signs and Plaques.

- **Regulatory and Safety Signs**: Must comply with building and Health & Safety regulations. Examples include fire exits, no smoking areas, and emergency procedures.

Temporary Signage

- **Event Signage**: Must include the event name, date, time, and location and adhere to brand guidelines. Placement must not exceed one week prior to the event and should be removed within 48 hours after the event ends.

- **All temporary directional:** Event signage must adhere to brand guidelines. In no circumstances should unbranded temporary signs such as directional arrows be printed and placed on approach to the venue. The Communications, Marketing and Events Department (CME) can provide guidance and temporary directional signage templates upon request.

- **Temporary signage:** Signs should never be stuck to painted surfaces or doorways using blue tack or tape. If temporary signage is being erected indoors, sign holders or noticeboards should be used. If temporary signage is being placed outdoors, sign holders or sandwich boards are appropriate. Temporary signage should not be stuck on entrance doors. CME can provide guidance on the erection of temporary signage where required. Notices or posters which contain offensive language, or advertise alcohol or tobacco products, or advertise events which have an undue emphasis on the availability of alcohol, will not be permitted.

- **Noticeboards:** Notices or posters which are clearly posted by a DCU club or society need not be stamped. Any other groups or individuals from DCU wishing to post notices or posters must have them stamped with an official stamp from either the Faculty, School or Unit. Any entities external to DCU must have notices or posters approved and stamped by the Office of the Chief Operations Officer. Staples should not be used for posting to noticeboards as they may damage noticeboards.

- **Announcements and Notices**: Must be dated and include contact information. They should be displayed in designated areas such as notice boards and removed after the information is no longer relevant.

- **Entrance Flags:** Three flags are flown on the flagpoles at DCU campus entrances on Glasnevin (Collins Avenue) and St. Patrick's campus. These are the Irish tricolour, the DCU flag and the EU flag. The EU flag may be replaced at the request of the President's Office during visits to DCU by the flag of a

visiting dignitary. Erection and removal will be managed by the Estates Office upon request.

Digital Signage

The CME Department manages the majority of Campus Digital Screens and their content. All requests for digital promotion whether from faculty, school or external entities must be directed to the CME Department, who will approve/facilitate/design as necessary.

Campus Companies Signage

Temporary signage installed by Campus Companies (e.g. DCU Rooms / DCU International Academy / Trispace DAC etc.) must also adhere to brand guidelines to ensure brand consistency, accessibility and a positive campus visitor experience.

Roles & Responsibilities

Signage Management: The Estates Office is responsible for overseeing the installation, maintenance, and removal of permanent signage across DCU campuses. The CME Department is responsible for the content and design approval process of all signage.

Approval Process: All proposed signage designs, locations, and content must be reviewed and approved by the CME Department and Estates Office and where applicable the DCU Health and Safety Office. This process will be managed by CME.

Compliance Monitoring: Regular inspections will be conducted to ensure compliance with signage guidelines and standards. Any unauthorised or non-compliant signage will be removed or rectified accordingly.

Compliance and Enforcement

- **Monitoring**: Regular audits by the Estates Office and CME to ensure compliance with this policy.

- **Non-compliant signage** will be removed, and the responsible department or office will be notified. Repeated breaches of this policy may result in restrictions on the erection of future signage.

Related Documentation

Signage Guidelines: Detailed guidelines to enhance this policy and to further elaborate on its requirements are available on request. Please see the Contact section below.

Policy Review

This policy will be reviewed periodically by the Estates Office in collaboration with CME to ensure it remains effective and up-to-date and to accommodate evolving campus needs, technological advancements, and regulatory changes. Feedback from the DCU community, including students, faculty, and staff, will be sought and considered in the policy refinement process.

Contact

For questions or further information regarding this policy, please contact the Estates Office at helpdesk.estates@dcu.ie or the CME Department at branding@dcu.ie with **Signage Request** clearly stated in the subject line.

Version Control

Policy Name	DCU Signage Policy	
Unit Owner	Communications, Marketing and Events Department	
Version Reference	**Original Version - 1.0**	**Reviewed Version – N/a**
Approved by	Executive	N/a
Effective Date	1st October 2024	N/a

End.