



Cleveland State University

Office of the University Architect

SIGNAGE FAQs

Q: Why does CSU have signage standards?

A: Cleveland State University has implemented a signage standards program to promote consistency in design, branding, and wayfinding from building to building. OUA worked with University Marketing to achieve this consistent appearance. The concept is that as projects are completed, new signage will be implemented, and eventually the majority of signage on campus will look and feel harmonious.

Q: Who is responsible for updating building directories and room ID signs?

A: Each department is responsible for contacting Facilities to update existing building directories and office signs as employees leave and new are hired.

Q: What is the process for updating building directories and room ID signs?

A: Each department shall submit a "Service Request" through the Facilities website (<https://www.csuohio.edu/facilities-management/facilities-management-0>) to remove outdated signage inserts and/or replace with new inserts.

Q: What is the process for obtaining new signage?

A: Each department shall "initiate a project" through the Marketing website (<https://www.csuohio.edu/marketing/working-with-university-marketing>) to design new signage based on the standards. Any proposed design or location beyond those established in the standards will require approval from CBAC, the Campus Beautification Advisory Committee. Once designs are completed and approved, the department shall submit a "Service Request" through the Facilities website (<https://www.csuohio.edu/facilities-management/facilities-management-0>) to fabricate and install the new signs.

Q: What are the costs associated with new and replacement signage?

A: *Approximate* costs for budget purposes are:

- Replace a directory insert – you can request an estimate when you submit a Service Request
- Replace a room sign insert – you can request an estimate when you submit a Service Request
- Glass door/window decal – you can request an estimate when you submit a Service Request
- New directional sign – \$235
- New overhead department sign – \$325

Q: How long does the process take?

A: Timing is dependent upon workload, but an *estimate* would be:

- Replace a directory or room sign insert – you can request an estimate when you submit a Service Request
- Marketing design a new sign – 2-3 weeks
- CBAC approval, if required – 1-2 weeks
- Fabricate/install new signage – 3-4 weeks