

## **Policy for Event Signage**

Standardized, quality signage across campus is the goal of the event signage policy. Regent Marketing has designed a new red, white, and black template as the official template for university event signage. Due to the updated campus map and multiple directory signs across campus, fewer event signs are necessary to direct visitors to the correct building. However, if you are planning an event and wish to have signs identifying the event, you may borrow the white metal A-frames that are available through Administrative Services, and order signs for them following the procedure below. You may also order easel signs, smaller signs, or banners.

The guardhouses on both sides of the campus should be the focal point of all instructions given in conjunction with finding an event, and event signage can lead the visitor from the guardhouse. Event coordinators can consider stationing a greeter at the guardhouse to help direct visitors to the event. Use of the directories is crucial, and each school, department, or student organization expecting guests must insure off-campus visitors are well-informed about the best entrance to use (usually Centerville Turnpike Entrance), and the optimal parking lot (Lot L is the main visitor parking lot).

Signs are not allowed on light poles or other poles on campus. Also, no wooden stakes or real estate-type signs are allowed. See below for details and procedure to utilize the white metal A-frames, to order easel signs, smaller signs, and banners. For any questions, please contact Administrative Services at [adminfacilities@regent.edu](mailto:adminfacilities@regent.edu).

### **A-Frame Event Signage**

- Marketing has established a contract with Hackworth Reprographics to typeset and produce 2ft x 3ft signs for the A-frames. Cost is \$65 per sign.
- If desiring event signage, email Rita Woods at Hackworth, [rwood@hackworthrepro.com](mailto:rwood@hackworthrepro.com), phone (757) 545-7675. You will need to provide the copy that you want on the sign and let her know if you need a right, left, straight arrow or no arrow. If you are doing a right/left arrow you can ask to have the board cut so it can point in either direction. Signs include magnets on the back.
- Hackworth will provide a pdf proof for you to approve prior to printing. You will give them your full contact information and ask that the invoice comes directly to you to process for payment.
- The A-frames are two sided, so you must assess whether you will utilize both sides of the frame and order two signs, or just one side. Allow 2 - 3 weeks for sign completion.
- Email Administrative Services at [adminfacilities@regent.edu](mailto:adminfacilities@regent.edu) to request usage of the two-sided metal A-frame sign holders. Only signs on the approved template are allowed to be used.
- You will receive a confirmation email and instructions.
- On the day of your event, sign out the key to the RU Drive guardhouse or Centerville Turnpike guardhouse from Admin Services (ADM 116).
- You may take the reserved number of A-frames out of the guardhouse to use for your event (there are 6 in each guardhouse). The door should remain locked at all times.
- Affix your new sign to the A-frame with the magnets. No tape should be used, as it will pull off the paint.
- You are responsible for placing the signs on the campus.
- A-frames are used only for interior campus signage. They are not intended to be used on the exterior campus roads of Indian River, Centerville Turnpike, or RU Drive.

- A-frames must be returned promptly to the guardhouse after your event, and the key must be returned promptly to ADM 116. The door should remain locked at all times.

### **Easel Signs & Smaller Signs**

Regent Marketing has designed a new red, white, and black template, which is the new official template for university event easel signage. Signs are 24" x 17". Cost is \$31 per sign. Marketing has established a contract with Hackworth Reprographics to both typeset and produce these signs. Please use the same process as above to order these signs from Hackworth.

Marketing has also provided this same template to Copy Services and they are prepared to provide 8 ½ x 11 signs. These signs will be printed in color to go into a plexiglass holder or laminated with a .5 or .10 mil laminate. Copy Services will typeset, print, and laminate them for approximately \$2.00 each (depending on the lamination thickness). For no lamination, the cost is \$0.32 each. The email address for Copy Services is [copies@regent.edu](mailto:copies@regent.edu); phone is (757) 352-4191. Provide the copy you want on the signs and give them your cost center number for charging.

### **Event Banners**

In addition to banners on the front of the campus buildings, you may also consider vertical banners at the guardhouses. There are tension rods available inside both guardhouses to allow for placement of vertical-layout banners to advertise your event. Regent Marketing has designed a new red, white, and black template which is the new official banner template. Banner dimensions for the RU Drive guardhouse can be up to four feet wide and up to five feet long; dimensions for banners at the Centerville guardhouse should be a maximum 28 inches wide. The top and bottom of the banner will have a 2-inch sleeve in which to slip the tension rod; banner cost will vary depending on size. See below for details and procedure.

- If desiring event banners, open a job request with Marketing to create the banner(s). Allow 3-4 weeks for banner completion.
- Email Administrative Services at [adminfacilities@regent.edu](mailto:adminfacilities@regent.edu) to request usage of the tension rods. Specify which guardhouse and the date(s) you wish to use them.
- You will receive a confirmation email and instructions.
- On the day of your event, sign out the key to the RU Drive guardhouse or Centerville Turnpike guardhouse from Admin Services (ADM 116). The guardhouse doors must remain locked at all times.
- Slip the tension rods into the sleeves on the banner, and set the rods against the existing wooden posts of the guardhouse.
- Banners should be removed promptly at the end of the event. The guardhouse doors must remain locked at all times. Return the key to Administrative Services.