The University of Tennessee Health Science Center

UTHSC Policy Related to Interior Building Graphics

Effective Date: 10/01/1985

Revised: 09/26/2014

Objective:

To provide easily recognizable and understood signage that is consistent in its design and in agreement with current graphic standards policies.

Purpose:

This policy establishes procedures for the development of internal building graphics and standardizes their appearance, while taking into consideration the UT System and UTHSC Graphic Identity Standards.

This affects:

Everyone involved in requesting, producing and approving internal building graphics. The guidelines apply to all signage in new and existing buildings.

Procedure:

1. The UT System and UTHSC Graphic Identity Standards will be considered in the production of all interior signage.
2. Interior building graphics will project a simple, dignified and uncluttered appearance by utilizing clearly legible signs mounted securely (though replaceable) in a natural line of sight to present easily understood locations and messages.
3. New buildings will be initially outfitted accordingly; existing buildings will be retrofitted as funds become available and as buildings are remodeled. Room numbers, departmental and division names, floor and building directories, and all other interior building graphics should conform to these guidelines.
4. UTHSC team members are not permitted to design and mount art or graphics on interior building space without prior approval by the UTHSC Administration (the Chancellery) and without approval from the UTHSC Facilities Planning Office. The Communications and Marketing Department may also need to be consulted to assure UT System and UTHSC Graphic Identity Standards, including color palatte and visual design guidelines, are followed.
5. The UTHSC Facilities Planning Office will develop individual building interior graphics

required in accord with an established signage design in concert with the appropriate dean or vice chancellor and submit these for the Facilities Planning Office Director's approval. The Building Maintenance Office will implement installation of new and replacement signs.

a. In public corridors, signage denoting departmental/divisional locations will list all assigned spaces (rooms) by their assigned room number. Signage denoting departmental/divisional locations are to be minimal in number. The display of individual names of persons will not be used.
b. Space (room) numbers and other related signage will be placed on the corridor wall adjacent to the door (knob side where possible) to be visible when doors are open. (Where the wall area beside a door is of inadequate dimension, special instructions will be given from Facilities Planning Office.)
c. Space numbers will be mounted by adhesives (with no visible screws, etc.) at a height between 4 1/2 feet and 5 1/2 feet above the finished floor.
d. Spaces, such as restrooms, exit stairs, etc., will be identified with the appropriate symbol or word.
e. Building and/or floor directories will follow the format of presenting a graphic display floor plan, indicating the space number format thereon, and containing a "you are here" indicator.
f. Space (room) numbers and other copy for signs will be silkscreened on a background plaque utilizing color contrast between the two.