

## SIGNAGE AND ASSET GUIDANCE

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As the University moves forward, it's important to reinforce health and safety messaging on campus. Signage, posters and digital assets have been created to help share this information and can be utilized as needed across the Clemson campus. Multiple options are available, including a template that can be customized for any specific signage your area may need.

All public digital screens on campus used for sharing information with the Clemson community must utilize the safety messaging assets University Relations created. Digital assets can be found by [clicking here](#).

### **SIGNAGE PLACEMENT GUIDELINES AND WAYFINDING BEST PRACTICES:**

To ensure Clemson has a unified message and all signs comply with University brand standards, signage across camps should be limited to those created by University Relations.

The following outlines guidance for sign selection and placement. The University recognizes not every facility across the state is the same, but requests teams use their judgement based on the following when selecting signage and placement. For any questions related to guidance and placement, please contact the Occupational and Environmental Safety Department, 864-656-0341.

Commercially printed signs will be available to the campus shortly. Until then, please [click here](#) to download signs that can be printed on office printers.

Signs should be fully adhered to surfaces. All four corners should be attached. Temporary signs should be hung using [Scotch® Removable Mounting Squares, 0.68 In X 0.68 In, Clear](#).

If placing on glass, sign should be installed on the inside facing out.

### **ENTRANCE TO BUILDINGS, ROOMS, CLASSROOM OFFICES:**

This includes the general information and reminder signs. Signs should be placed 48-60 inches off the ground and on the latch side of the door. In the case of double doors, place the sign to the right of the door. COVID signage should not be placed over existing signs or in any way to block what is already present. The following are suggestions for placement:

- "Stay home if sick": place in entrance to the building.
- "Stop the spread": throughout the building.
- "Do not congregate": in common areas
- "Physical distancing": classrooms, conference rooms, break rooms.

### **INSIDE ROOMS:**

This includes signs such as "load front to back", or other instruction/reminder signs. Signs should be placed 48-60 inches in height in direct sightline from the door. Other reminder signs can be posted on the inside of the door on the latch side or by light switches.

### **HALLWAYS:**

Hallways across campus allow for two-way traffic and this consistency requires less signage. Arrows or signs stating "keep right" will be posted at the entrances of the hallway 48-60 inches off the floor.

**STAIRWELLS:**

Stairwells allow for two-way traffic, with “keep right” posted at the entrance to the stairwell. Other signs, if needed, can be posted above the beginning of the handrail.

**LINES:**

Information signs should be clearly posted at the beginning of the line with physical distancing reminders. Physical distancing reminders can be placed either on the floor or wall throughout the line.

**NON-STANDARD BUILDING FLOWS:**

Some buildings will not be able to support standard two-way traffic throughout. In those cases, clearly map out the route through the building. Directional signs that include text and arrows should be placed at every intersection throughout the route, 48-60 inches in height.