



UNIVERSITY OF DENVER
POLICY MANUAL
EXTERIOR SIGNAGE

Responsible Department: Facilities Management and Planning

Recommended By: AVC Facilities Management and Planning, SVC Business and Financial Affairs, AVC University Relations

Approved By: Chancellor

Policy Number
OPER 9.10.013

Effective Date
5/___/2026

I. INTRODUCTION

- A. The University's buildings and grounds are University assets that reflect the University's identity and brand.
- B. This Policy establishes requirements for the review, approval, installation, and removal of Exterior Signage on University Premises.

II. POLICY OVERVIEW

- A. Exterior Signage (as defined below) on University buildings or structures must comply with applicable municipal code(s) and must not impact building integrity or conflict with University brand standards.
- B. Any University department or unit that proposes installing Exterior Signage on any University building or structure first must obtain the written approval of Facilities Management and Planning (FMP).
- C. FMP may remove unauthorized or non-compliant Exterior Signage at the responsible unit's expense.

III. PROCESS OVERVIEW

- A. Any University department or unit that proposes installing Exterior Signage on any University building or structure must submit a request as a [Capital Project Request \(CPR\)](#) consistent with [University Policy OPER 9.10.012 – Facility Maintenance, Operations, and Minor Capital Projects](#).
 - 1. All CPR submittals for Exterior Signage must include details on the location, dimensions, mounting method, as well as a complete design (i.e. all

- design/graphic elements), and proposed vendor information.
2. As part of the review of any CPR for Exterior Signage that includes University brand elements, the Capital Projects Team (as defined on the [Facilities Management and Planning website](#)) also will consult with University Relations.

B. Installation

1. FMP, or a vendor approved by FMP (in writing), must install all Exterior Signage. No other University unit or department, is permitted to install Exterior Signage.
2. If the Exterior Signage will be installed by a FMP-approved vendor, the unit that has obtained approval for such Exterior Signage is responsible for contracting with the installation vendor. The contract must:
 - a. be submitted and approved through Crimson Commerce in compliance with University Policy FINA 2.10.032- *Contract Management*; and
 - b. require the installation vendor to:
 - i. Use installation methods that prevent damage and are reversible;
 - ii. Maintain insurance acceptable to the University; and
 - iii. Secure all required permits prior to commencing work.

C. Duration and Removal

1. For any Exterior Signage or Building-affixed Element that is approved, FMP will identify a display period, after which the applicable Exterior Signage will be removed at the unit's expense.
2. The University department or unit that has requested and received approval for Exterior Signage is responsible for the cost of removal and restoration of the surface to which the Exterior Signage was affixed.

D. Enforcement

FMP may remove unauthorized or non-compliant Exterior Signage at the responsible University department or unit's expense.

E. Exceptions

This Policy does not apply to temporary postings (e.g., flyers, student posters, paper notices) that have received approval through the applicable existing posting procedures (e.g., Office of Student Engagement – [Crimson Commerce/Event Planning and Execution](#)).

IV. DEFINITIONS

- A. "Exterior Signage"** means a sign (including digital sign units), banner, building-affixed elements, advertising materials, logos, poster, vinyl, adhesive graphic, or similar materials of any size that are mechanically fastened to or adhered to the exterior of a building or physical structure on University Premises in a way that could permanently impact the building or physical element surfaces, envelope, or aesthetics.
- B. "University Community"** means University trustees, officers, faculty, staff, students, and individuals providing services for the University as contractors or volunteers.
- C. "University Premises"** includes all land, buildings, facilities, or other property in the possession of or owned, used, operated, or controlled by the University, including adjacent streets and sidewalks.

V. RESOURCES

- A.** University Policy OPER 9.10.012 – *Facilities Maintenance, Operations, Management and Minor Capital Improvements*
- B.** [Capital Projects Request Form](#)
- C.** Facilities Management and Planning Work Order Request ([WebTMA](#)) may be used to request hanging items and sign fabrication anticipated to cost \$5,000 or less.

Revision Effective Date	Purpose
___/___/2026	<i>Policy is approved and posted to the Policy Library</i>