

PHYSICAL CAMPUS SIGNAGE GUIDELINES

1. PURPOSE

Campus signage should make Colorado Mesa University easier to navigate, easier to understand, enhance the campus experience and reinforce the CMU brand and guidelines.

As CMU continues to grow, these guidelines establish a clear, shared process for how all permanent and semi-permanent physical signage is requested, designed, approved and maintained. The goal for the process is simple: reduce confusion, increase consistency and ensure every sign reflects CMU's values as a Human Scale University.

2. GUIDING PRINCIPLES

All signage at CMU should:

- **Be clear first**
Easy to read. Easy to understand. Easy to follow.
- **Be consistent**
Aligned with CMU brand standards across all departments and units.
- **Serve a purpose**
Every sign should solve a real need. If it doesn't, it doesn't belong.
- **Be built to last**
Durable, maintainable and appropriate for the setting.
- **Be content neutral**
Align with [Institutional Neutrality Resolution](#) adopted by the CMU Board of Trustees

3. SIGNAGE EXAMPLES

All **permanent and semi-permanent interior and exterior physical signage** need to follow these guidelines. Types of signage may include but are not limited to:

- Interior design graphics
 - i.e. wall graphics, large-scale visuals or experiential spaces
- Interior Signage
 - i.e. room identification, regulatory signage, department signage or interior wayfinding
- Exterior Signage

- i.e. wayfinding signage, monument sign, building identification or light pole banners
- Brand partnership signage
- Sponsorship signage
- Donor and statue plaques

4. APPROVAL PROCESS

4.1 One Process for All Permanent and Semi-Permanent Physical Signage

All signage — university-funded or department-funded — follows the same approval process. See *Exceptions in Section 4.5* and *full Signage Types and Design Standards in Section 5*.

This ensures:

- Contribution to campus beautification
- Brand consistency
- Appropriate placement
- Streamlined workflow
- Long-term maintainability

4.2 Request Process

All signage requests must be submitted through the Service Desk -> Facilities -> Campus Signage Request Form (found in the Service Desk app in MAVzone) with:

- **Campus Location**
- **Building Location**
- **Room Number or Location**
- **Request Summary Details**
- ***Note: Interior Design Graphics will also require budget allocation and preliminary VP approval***

Before submitting, ask:

- Has this been discussed and pre-approved with vice president?
- Does this sign solve a real problem and is semi-permanent or permanent signage the best solution?

4.3 Review & Approval

All signage requests submitted through the Campus Signage Request Form are received by [CMU capital projects manager](#). The capital projects manager will add all requests to the **Facilities Project Biweekly Meeting** agenda to be reviewed.

Review includes:

- Brand and mission alignment
- Aesthetic considerations
- Location and safety considerations
- Budget and timeline considerations

Once initial approval and budget are granted through the Facilities Projects meeting, a Facilities project manager will be assigned to the request.

4.4 Production & Installation

The requestor will work directly with the Facilities project manager on procurement and installation. A submittal or proof must be reviewed by the project manager before CMU Marketing and Communications graphic design support is requested, procurement or production. Installation specifics will vary by project.

4.5 Exceptions

The following are exempt from the Campus Signage Request Process outlined in [Section 4.2](#). For assistance with exempt signage graphic design or other marketing and communications support, please contact the [Marketing and Communications Team](#).

1. Temporary and Event Signage

Purpose: Communicate short-term information

Approved Uses:

- Event promotions
- Directional support
- Announcements

Guidelines:

- Post only in approved designated areas
- Remove within one day of event conclusion
- Handwritten or printed signs taped to doors or walls are prohibited

2. Digital Graphics and Signage

Purpose: Share dynamic, timely information

Approved Uses:

- Event promotions and university announcements
- Wayfinding
- Brand partnership initiatives

Guidelines

- Content needs to be minimal, direct, scannable and high contrast
- Graphics need to be created or approved by CMU Marketing and Communications

3. Pre-Approved Athletic Advertising Signage

Purpose: Pre-approved signage locations for athletics advertising partners



Approved Uses:

- See Appendix A for full details
- Brownson Arena illuminated signs, digital scorer's tables
- Community hospital Unity Field interior perimeter fence signage
- The Diamond (Baseball Complex) outfield fence signage, video board advertisements, dugout signage
- Softball Complex outfield padding signage, scoreboard advertisement and press box
- Stocker Stadium

4. Parking

Purpose: Provide directional and instructional information

Approved Uses:

- Parking spots
- Parking lots

Guidelines:

- Need and use will be determined by Parking Services

5. SIGNAGE TYPES AND STANDARDS

5.1 Interior Signage

Purpose: Help people move confidently through buildings.

Includes:

- Room identification
- Regulatory signage
- Department signage
- Interior wayfinding

Design Standards:

- Clear Naming
- Legible
- Easy to update
- See [Appendix B](#) below for specifications on interior signage.

Note, once the Athletics sub-brand is finalized, interior signage guidance for athletic facilities will be added.

See **Section 5.2** below for guidance on interior wall graphics standards.

5.2 Interior Design Graphics

Purpose: Create a sense of place and bring CMU's brand to life.

Includes:

- Wall graphics
- Large-scale visuals
- Experiential spaces

Design Standards

- Will vary by project; requestor should work with [CMU Marketing and Communications](#). Before reaching out to Marketing and Communications for graphic design support, requestor should follow the Campus Signage Request Process outlined in [Section 4.2](#).

5.3 Exterior Signage

Purpose: Guide visitors and reinforce campus identity.

Includes:

- Gateway and monument signs
- Wayfinding
- Building identification

Design Standards

- Visible at distance
- Weather resistant
- Architecturally aligned
- See [Appendix C](#) below for specifications on interior signage.

Note, once the Athletics sub-brand is finalized, exterior signage guidance for athletic facilities will be added.

5.4 Donor and Statue Plaques

Purpose: Recognize generosity in a consistent and lasting way that aligns with university brand standards.

Design Standards

- See [Appendix D](#) below for specifications on building and facility dedications, donor and recognition plaques, and public art.

Note, the CMU Foundation manages the requesting, designing and ordering of plaques.

5.5 Brand Partnerships

Purpose: Showcase mutually enriching partnerships to campus community

Design Standards

- Visual hierarchy required: CMU primary lockup first or equal weighting with clear separation; partner logo secondary or side-by-side per approved templates.
- Color palette: CMU Mavroon/Athletic Gold dominant unless neutral palette is approved for equity.
- Content should reflect shared values

Full standards are in the [Brand Strategy and Categories document](#), which are being finalized.

5.6 Sponsorships

Purpose: Highlight partners who provide financial, in-kind or service support in exchange for defined, limited branding visibility on campus assets, events or athletics facilities

Design Standards

- Visibility limited to approved placements for a specified duration of time
- Include “Proud sponsor of CMU...CMU Athletics...CMU Alumni and Career Services”

Full standards are in the [Brand Strategy and Categories document](#) which are being finalized

6. PROHIBITED SIGNAGE

The following are not allowed:

- Unapproved signage
 - DIY signage that ignores brand standards
 - Outdated signage
 - Unauthorized placement
- Signage that does not align with [Institutional Neutrality Resolution](#) adopted by the CMU Board of Trustees

Please contact Facilities to have these types of signage removed at 970.254.4357 or facilities@coloradomesa.edu.

7. MAINTENANCE

- Regular review of signage conditions
- Replace damaged or weathered signage promptly
- Remove outdated materials

CMU is working on a Campus Beautification initiative that will make reporting signage that needs updating or removal easier. Details will be added here once finalized.

8. SUPPORT

For questions on the Campus Signage process, standards or guidelines, contact Facilities at 970.254.4357 or facilities@coloradomesa.edu.

8.1 Appendix A

Pre-Approved Athletic Signage & Advertisement Locations

Provided by CMU Athletic Director and Associate Director of Athletics 7.14.26

Purpose

The purpose of this proposal is to establish a list of pre-approved signage and advertisement locations across CMU Athletics venues. Pre-approval of these locations will allow the Athletic Department to move efficiently when executing corporate sponsorship agreements.

Background

As CMU Athletics continues to grow its corporate sponsorship program — generating \$553,565 in the 2025-2026 academic year — the demand for signage and advertisement placements has increased significantly. The university's recent campus-wide signage rebranding initiative has created a need for clearly defined, pre-approved locations specific to athletic's venues. Establishing this framework will allow the department to operate with confidence, consistency, and professionalism when presenting sponsorship inventory to current and prospective partners.

Proposed Pre-Approved Signage Locations

1. Brownson Arena

Brownson Arena serves as CMU's primary indoor athletics facility and hosts a significant number of events throughout the academic year, providing strong visibility for corporate partners.

Pre-Approved Inventory:

- 52 illuminated signs — . These signs are rotational and updated regularly, providing flexible and ongoing advertisement opportunities for multiple partners.



- 4 digital scorer's tables — sold as advertisement space along the scorer's tables, providing prominent courtside visibility during all home events.

2. Community Hospital Unity Field

Community Hospital Unity Field serves as CMU's primary outdoor multi-use athletics venue.

Pre-Approved Inventory:

Interior perimeter fence signage — sold as advertisement space along the fence line, providing high visibility to both event attendees.

3. The Diamond (Baseball Complex)

The Diamond serves as the home venue for CMU Baseball and provides multiple high-visibility advertisement opportunities.

Pre-Approved Inventory:

- Outfield fence signage — sold as corporate sponsorship advertisement panels along the outfield fence.
- Video board advertisement — sold as digital advertisement space on the venue video board, providing dynamic and rotating visibility throughout all home events.
- Dugout signage - sold as corporate sponsorship advertisement panels on the top of the dugouts.

4. Softball Complex

The recently renovated CMU Softball Complex provides new and enhanced advertisement opportunities for corporate partners.

Pre-Approved Inventory:

- Outfield padding signage — sold as advertisement panels on the outfield wall padding.
- Scoreboard advertisement — sold as static advertisement space on the venue scoreboard.
- Press box – sold as static advertisement space on the field side.

5. Stocker Stadium (Football)

Additional details and inventory to be confirmed and presented to cabinet upon finalization.

Benefits of Pre-Approval

- Efficiency — Eliminates the need for individual leadership approvals on standard signage placements, allowing the department to execute agreements in a timely manner.



- Consistency — Ensures all signage placements align with the university's rebranding standards and are confined to approved locations.
- Partner Confidence — Demonstrates professionalism and organizational clarity to our corporate partners, reinforcing CMU Athletics as a reliable and desirable sponsorship partner.



INTERIOR SIGNAGE

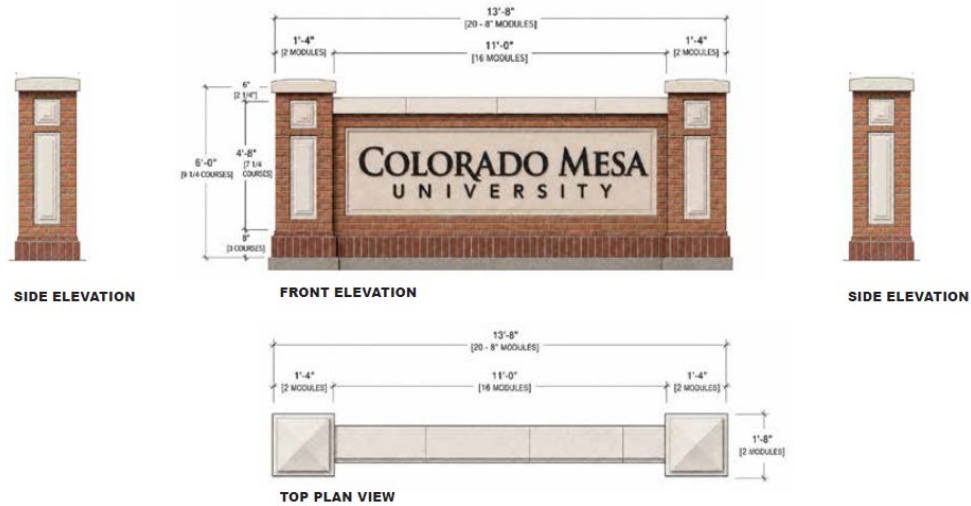
Part ID	QTY	Material/Color/Finish	W	H	D (in)
Panel	32	Black 3/16" Acrylic w/ 3/8" Round Corners	12.80	8 x 8	
No Spacer	32	Clear Acrylic (10200) + Adhesive F/B w/ 3/8" Round Corners	0.826	6.5 x 6.5	
10mm Spacer	32	Clear Acrylic (10200) + Adhesive F/B	0.826	8.0 x 8.0	
Lens	32	Clear Matte (1000) 3/2-1" w/ UV Print	0.826	8 x 8	
Adhesive Print w/ 2.0mm 2.0mm	32	3/8" Round Corners Epoxy Mount (200)	FiberDust Mount Set 1, 1.325		
0 Paper Insert	0	PT 01000		1 x 8	
UV Print	32	2nd SFS - Laser: Black (CMYK:0,0,0,100)		8 x 8	
Mount	128	White Acrylic Spacers	0.826	7.5 x 7.5	

NOTES:
Sign Type F.2 only to be used when coordinating color doors are not an option per F.1.

8.3 Appendix C

TYPE A - CAMPUS GATEWAY MONUMENT

PRIMARY CAMPUS ENTRANCE IDENTIFICATION



SPECIFICATIONS

MATERIALS:	Brick veneer, cast stone cap, conc. base
LETTERS:	Cast aluminum, matte black
MOUNTING:	Stud mounted
ILLUMINATION:	Uplighting
SIZE:	Varies (shown: 16'-0" x 8'-0" H overall)

NOTES

Design to be used at primary campus entrances.

Landscaping around sign to be coordinated with grounds.

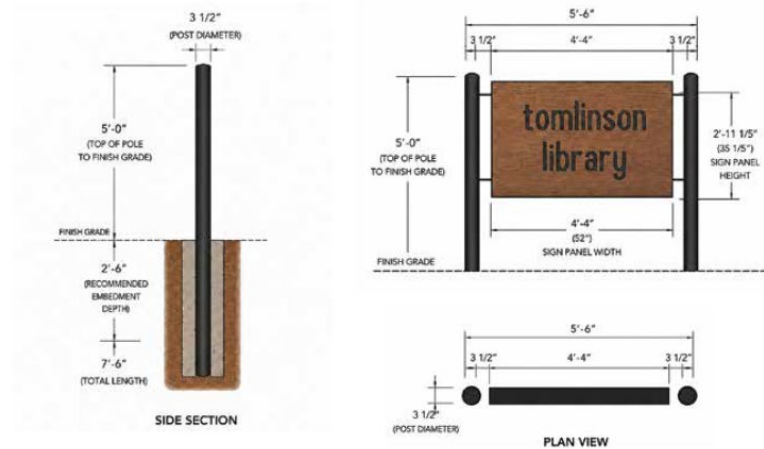
Verify all dimensions in field, scale may be adjusted due to site constraints.





TYPE B - BUILDING IDENTIFICATION (MONUMENT)

BUILDING NAME MONUMENT SIGN



SPECIFICATIONS

MATERIALS:	Tube steel posts, metal frame, wood-fiber composite panels
LETTERS:	Routed and painted
MOUNTING:	Embedded posts
ILLUMINATION:	N/A
SIZE:	Sign Panel: 52" x 35.5"

NOTES

Design to be installed at all campus buildings without identifying signage on the building.

Landscaping around sign to be coordinated with grounds.

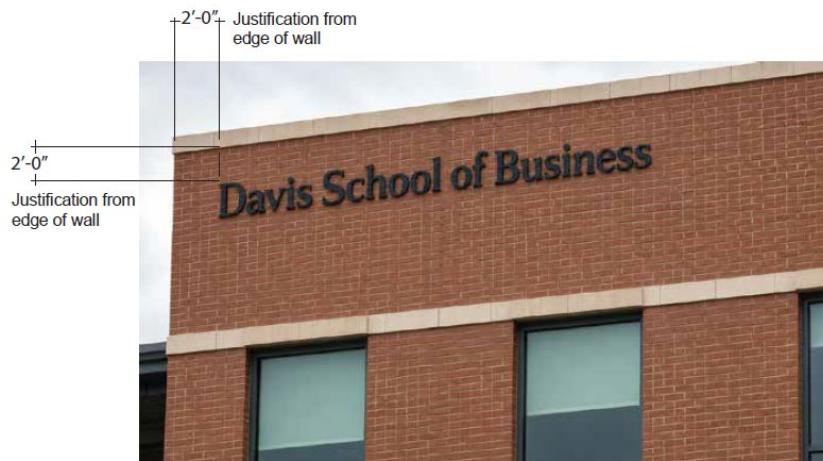


B



TYPE C - BUILDING IDENTIFICATION (WALL)

WALL MOUNTED BUILDING NAME



SPECIFICATIONS

MATERIALS:	Cast aluminum letters
LETTERS:	Anodized or matte black
MOUNTING:	Stud Mounted
ILLUMINATION:	N/A
SIZE:	Height: 24" Length: Varies by building name
DEPTH:	1 1/2"
FONT:	Argus Bold

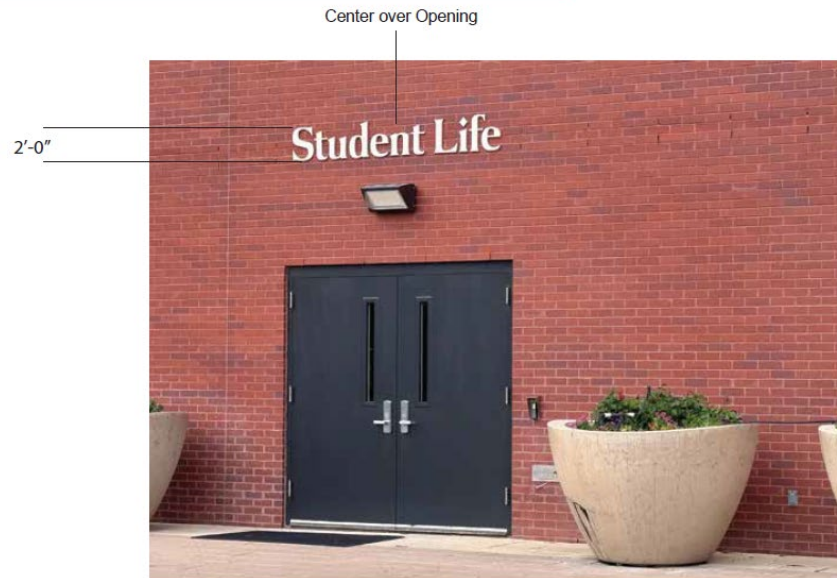
C



COLORADO MESA
UNIVERSITY

TYPE D - ENTRANCE IDENTIFICATION

ENTRANCE SIGNAGE



SPECIFICATIONS

MATERIALS:	Cast aluminum
LETTERS:	Anodized, matte black or approved color
MOUNTING:	Stud Mounted
ILLUMINATION:	N/A
SIZE:	Varies

D

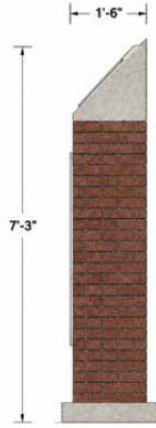


TYPE E - WAYFINDING KIOSK

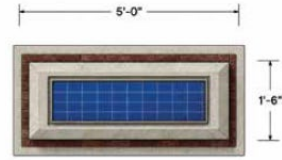
CAMPUS MAP DISPLAY



FRONT ELEVATION



SIDE ELEVATION



PLAN VIEW



SPECIFICATIONS

MATERIALS:	Precast concrete, modular brick veneer, aluminum frame, solar panel (opt)
MAP:	Printed, foam core mounted
MOUNTING:	Inset map frame
ILLUMINATION:	Back-lit, solar power (optional)
SIZE:	See Dimensions

NOTES

Design to be used at primary campus entrances.

Landscaping around sign to be coordinated with grounds.

Verify all foundations per engineer and geotech report. Verify utilities in field.

E

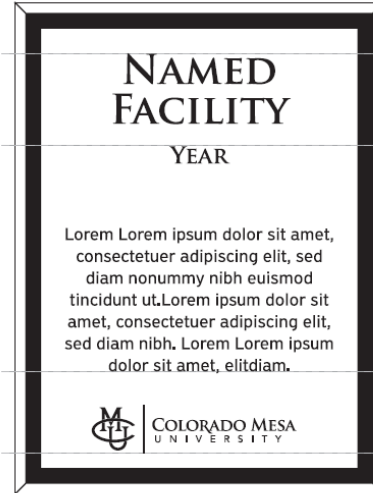
8.4 APPENDIX D

PLAQUES

DEDICATION PLAQUES FOR BUILDINGS, ROOMS, LANDSCAPE FEATURES, MEMORIALS AND PUBLIC ART

Dedication plaques across campus honor donors and faculty members and commemorate buildings and artwork. Plaque sizes differ based on function and can be revised to accommodate the location. Colorado Mesa University Foundation manages the process of requesting, designing and order plaques.

1. **Building and Facility Dedications** — 12" x 18" (vertical or horizontal)
 - A. Building Cornerstones: Often embedded into the exterior foundation of new structures, these note the year of construction, university leaders, and the architect of record.
 - B. Named Facility Plaques: Installed near the main entrance of a building, hall, or stadium, these formally recognize the individual, corporation, or foundation the facility is named after.
2. **Donor and Recognition Plaques** — 9" x 12" (vertical or horizontal)
 - A. Named Space Plaques: Smaller plaques mounted outside specific areas within a building, such as named classrooms, laboratories, auditoriums, or endowed chairs.
 - B. Memorial and Honorary Plaques — size determined by each project
 - C. Landscape Features: Plaques integrated into outdoor areas like gardens, courtyards, or fountains.
 - D. Memorial Furnishings: Installed on specific memorial benches or trees.
3. **Public Art** — Plaques needed for campus public artwork; size varies



Name:
1.875" from top;
Trajan Pro Bold, 70 pts, 70 pts
leading

Year:
Trajan Pro Bold, 40 pts,
70 pts leading;
same text box as Name

Description is bottom-aligned;
placed at 8.375 from bottom;
PF Grand Gothic, Regular, 32
pt, auto leading

CMU logo is 1.25" from bottom

9" x 12" plaque

SPECIFICATIONS

MATERIALS:	Bronze or Cast Aluminum
LETTERS:	Trajan Bold, PF Grand Gothic Regular
MOUNTING:	Blind mounting
ILLUMINATION:	None
SIZE:	12" x 18"; 9" x 12"

NOTES

CMU Foundation requests, designs, orders and pays for plaques.

Size and material specified by the Foundation.

VENDOR: Impact Promotional Products (Brook Blaney;
info@impactyourlogo.com;
970-241-7611)

COLOR & MATERIAL

Bronze Precision Tool Plaque
with raised copy with F63R
Brown Satin Fill in recessed area

Cast aluminum, matte black

Raised letters

