

Enterprise Communications

University Operations – Facilities

CWU Policy 201-01

Effective: October 7, 2015

Policy Review Date: YEAR

Policy Executive: Senior Vice President – Finance and Administration

Responsible Office/Unit: Facilities Management

Policy Statement:

Applicability:

Content:

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(1) General purpose, intent, and definitions

- A. Enterprise communication in the form of institutional signage, permanent and temporary, is an important component of Central Washington University. The purpose of this policy is to establish consistent signage practices in order to provide clear information to members of the campus community and visitors.
- B. The intent of the provision contained in this policy is to provide standards and minimum requirements in order to evaluate and regulate signage constructed, installed and displayed on university property.
- C. Enterprise communication means any identification, description, illustration, or device which is visible from any public place or is exposed to the public and which directs attention to a product, message, service, place, person, entity, institution, event, business use or cause. For the purpose of this policy, this includes banners, permanent signs that are attached to buildings, structures or landscape features; freestanding monuments, permanent plaques or marquees, and digital signage (any permanent or semi-permanent electronic display device, interior or exterior, that delivers content in a public space).
- D. Temporary signage and event-related signage or posters is beyond the scope of this policy. For example, athletic event, theatrical production, work of art, or cultural event temporary signage is excluded. Scoreboards and set pieces are also excluded, though digital signs used in a concourse or lobby are not. This policy is not to be construed as applying to signage in non-public spaces, such as classrooms, conference rooms, or individual employees' offices, but does apply to public

facing displays in reception areas. The guidelines for posting temporary signs may be found ~~at~~ [the University Posting Policy & Information page.](http://www.cwu.edu/student-union/policies-and-procedures)

(2) Authority

- A. This policy applies to all university offices, auxiliaries, affiliates and related organizations. The Senior Vice President for Finance and Administration has delegated oversight of this responsibility to the Enterprise Communication Committee (ECC), a sub-committee of the Enterprise Facilities Committee. ECC membership includes representatives of ~~Marketing and Communication~~ [Public Affairs](#), Purchasing, Publicity Center, Information Services, Police and Parking Services, and Facilities Management. Enterprise communications is also governed by CWU 203-03 (Communication and Identity Plan), which established brand identity standards regardless of media platform.

(3) Requirements

- A. Any enterprise communication erected on Central Washington University property or installed, affixed or otherwise attached to any building, structure or landscape feature must meet the design standards of the university. This signage must be approved by the ECC and the President (or designee) and be installed by or under the supervision of Facilities Management. Parking and traffic signs shall conform to standards required by law and shall be installed by or under the supervision of Facilities Management.

(4) Commercial Advertising

- A. All permanent signage pertaining to commercial solicitation or sales by an external vendor must be approved by the ECC.
- B. All temporary signage pertaining to commercial solicitation or sales by an external vendor must be approved by ~~the Office of Marketing and Communications~~ [the Public Affairs office](#).
- C. External advertising requires a university contract approved through the standard university process to ensure that proposed advertising does not conflict with existing contractual obligations or university standards. Ultimate responsibility for content posted to digital signs lies at the department head level, not necessarily with the employee who posts content and manages the signs.

History:

Responsibility: Finance and Administration; Authority: ELT/UPAC; Reviewed/Endorsed by: ELT/UPAC; 10/07/2015;
Review/Effective Date: 10/07/2015; Approved by: James Gaudino, President
Reformatted and Assigned new Policy Number - Previous Policy CWUP 2-10-035, June 2025
Attached Procedure CWUR 7-10-035 as Appendix A, June 2025
11-7-2025 – Housekeeping Changes, Approved by: Joel Klucking, Policy Executive,

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Appendix A - Enterprise Communication Procedure

(1) Purpose:

- A. This procedure applies to the procurement and installation of interior and exterior signs and other forms of enterprise communication.

(2) Process:

- A. Office of Marketing and Communications and its designee(s) are responsible for the design and/or approval of all enterprise communication content to ensure that it meets the campus identity objectives. The name Central Washington University, the initials CWU, the university seal, logo variations including the wildcat mascot are registered service marks with the office of the Secretary of State, state of Washington. Usage of these service marks is protected by state law. They cannot be used for profit without permission of the university. FMD is responsible for the installation.
- B. Exterior signage.
 - 1. The Facilities Management department manages campus exterior signs. A standard design concept (family of signs) has been established for all permanent directional and wayfinding signs. To initiate a new exterior sign, complete the project request form found on [FMD's web page](#). Campus departments are prohibited from contracting with an outside vendor to design, fabricate or install exterior signage unless specifically approved by FMD.
- C. Interior signage.
 - 1. CWU has adopted signage standards for all new and replacement buildings, interior directional and office signage. A standard interior sign will include a raised room number with Braille. To initiate new or replacement interior signage, complete the project request form found on [FMD's web page](#). Inserts with the name of the person/department may be ordered from Wildcat Printing.
- D. Digital Signage:
 - 1. A digital sign is any permanent or semi-permanent electronic display device, interior or exterior, which delivers content in a public space. Digital content includes all visual or audio messaging conveyed by a digital sign. CWU has adopted hardware and content standards for all digital signs. ~~To initiate a new digital sign, complete the project request form on the FMD's web page. To initiate a new digital sign, complete the digital sign plan found at Digital Sign Plan.~~ The Enterprise Communication sub-committee is responsible for recommending digital sign plans to the Enterprise Facilities Committee.
- E. Banners:
 - 1. FMD manages the placement of informational and promotional banners on campus. [Office of Marketing and Communications Public Affairs](#) and its designee(s) are responsible for the design and/or approval of banner messages. To initiate banner installation, complete the project request form found on [FMD's web page](#). The artwork (in exact color), proposed location and installation and removal dates must also be included with the request. Facilities

Management (or its designee) is the only authorized unit for installation and removal of banners. A budget number will be required for charges for this service.