

## **Temporary Event Signage Rules for Use**

### Pepperdine University

#### **A. Purpose**

1. To clarify and standardize the use, configuration, and appearance of temporary event signage for directional purpose.

#### **B. Rules for Use**

1. These rules apply to all of the Malibu Campus. All temporary signage shall be designed in accordance with these rules to maintain uniformity throughout the campus.
2. All temporary event signage must in the temporary slots on the blue directional panels or, if necessary, on University provided A-frames. No other signs are to be attached to directional blue panels. Signs or posters attached to buildings, other structures, or landscape elements such as fences, trees, etc., are not permitted.
3. Special event signage should conform to standard formatting as outlined in the attached guidelines document (Exhibit A).

#### **C. Blue Directional Panels**

1. The University Print Shop produces temporary event signage according to the attached printing specifications (Exhibit B) upon request and receipt of a purchase requisition.
2. Requests are placed using the attached form (Exhibit C).
3. Tape, or other adhesives of any kind, for any purpose, are prohibited on the blue panels. The minimum fine for adhesives on the blue panels or posts is \$250.00. Adhesives on the acrylic screens will result in a \$75.00 fine.

#### **D. A-Frame Signage**

1. Temporary event signs on white plastic A-frame stands may only be used for special events when blue directory panels do not suffice.
2. Requestors must consult Public Safety in advance regarding use of A-frame stands. Refer to Exhibit A for additional instructions.

## **Exhibit A: Temporary Event Signage Guidelines**

The following guidelines apply to the use of blue directional panels:

### **Event Signage Order**

To order event signage, please submit an order form and purchase requisition to the University Print Shop via email at [printshop@pepperdine.edu](mailto:printshop@pepperdine.edu) no less than three business days prior to sign posting date. The requestor listed on the form will be contacted when the signs are ready to be picked up at the Print Shop.

### **Sign Formatting**

Temporary event signage is limited to one line of text (about 16-20 characters and spaces, not including the arrow). Please use only words necessary to direct traffic; if abbreviating, use recognized abbreviations (e.g. NSO and NCAA). For uniformity, all signs will be printed with upper and lower case letters, except for abbreviations.

### **Blue Panel Temporary Event Slots**

Temporary signage slots can be used on a first come, first serve basis. When all slots are occupied or when a last-minute sign is needed, A-frame signage provided by the Department of Public Safety should be used. To request A-frame signage, please see detailed instructions below.

### **Temporary Signage Installation Instructions**

1. Printed signage is inserted in temporary slots behind an acrylic screen.
2. Use suction cup tool (available at the University Print Shop) to remove the screen.
3. Stick the suction cups to the left and right ends of the screen and push up to expose the bottom edge, then slide down and out.
4. Place the printed signage insert inside the panel.
5. Re-insert the acrylic screen to protect the printed sign and hold it in place.

### **Event Signage Removal**

You must remove temporary signage within 24 hours of event completion. Event signage left up longer will be removed and recycled. *Please note: the material used in the printing process of temporary event signage is waterproof, and therefore, may be reused for future events.*

### **A-Frame Signage Instructions**

You should not default to A-frame signage. Blue panels are the primary directional signs. A-frames will only be used if all blue panel slots are in use at the time of your event. To place a request, please email [parking@pepperdine.edu](mailto:parking@pepperdine.edu). Public Safety provides the A-frame stands, which have a decorative sign frame. You must print the temporary event sign and provide it to Public Safety for installation. You should print your temporary event sign on 11x17 white paper using Helvetica font size 300 in black. Public Safety will post paper signs on A-frames on the day of an event only.

**Exhibit B:**  
**Temporary Event Signage Printing Specifications**

Signs not created by the University Print Shop and signs taped on blue directional panels will be removed.

The specifications below have been carefully chosen to achieve readability and uniformity on directional signage.

- Temporary insert size for 38" wide panels: height - 6 3/16"; length - 37 15/16"
- Temporary insert size for 30" wide panels (residence halls): height - 6 3/16"; length - 29 15/16"
- Paper Type: .05" thick waterproof white paper
- Font Type: Helvetica Medium
- Font Size: 2 3/4" - condensed to 75% - 90%
- Font Color: Dark Blue
- Alignment: Centered for 30" wide signs; left justified for 38" wide signs
- Arrow first, before text (on left)
- 16 – 20 character limit, including spaces, in addition to the arrow

**Exhibit C:  
Temporary Event Signage Request Form**

Temporary event signage is limited to one line of text (about 16-20 characters and spaces, not including the arrow). Please use only words necessary to direct traffic; if abbreviating, use recognized abbreviations (e.g. NSO and NCAA). For uniformity, all signs will be printed with upper and lower case letters, except for abbreviations.

**Please submit this form and an internal purchase requisition to the Print Shop via email at [printshop@pepperdine.edu](mailto:printshop@pepperdine.edu) no less than three business days prior to sign posting date.** Sign costs have changed - contact the print shop for pricing details. The requestor listed on the form will be contacted when the signs are ready for pick-up.

Department requesting signs:

Requestor name:

Back-up contact name:

Signs must be printed by:

Example: Sign text including arrow: → Seaver Graduation

Number of copies requested: 4

Please mark one: Residence Hall Sign (30") \_\_\_ or Main Road Sign (38") \_\_\_

Sign text including arrow:

Number of copies requested:

Please check one: Residence Hall Sign (30") \_\_\_ or Main Road Sign (38") \_\_\_

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