Royal Holloway, University of London
Temporary signage policy

1. Policy statement
   1.1. This policy sets out an operational standard for temporary signage on campus so that temporary signage does not impact the overall look of the building and/or campus, or conflict with permanent wayfinding information.

2. Who is covered by the policy
   This policy covers all individuals working at the university including consultants, contractors, trainees, homeworkers, part-time and fixed-term employees, casual and agency staff (collectively referred to as ‘staff’ in this policy).

3. The scope of the policy
   3.1. The policy focuses on temporary directional signage which is distinct from permanent wayfinding signage. Temporary directional signage also refers to standards for temporary promotional signage that are already in place.
   3.2. All staff are expected to comply with this policy at all times to protect the appearance and reputation of the university and also the fabric of the buildings on campus.
   3.3. Serious breaches of this policy may be dealt with under the university's Disciplinary policy and procedure.

4. Responsibility for implementation of the policy
   4.1. All staff are responsible for their own compliance with this policy and for ensuring that it is consistently applied. All staff should ensure that they take the time to read and understand it, particularly any staff member organising an event on campus, including but not limited to academic conferences, commercial events and recruitment activities.
   4.2. Questions regarding the content or application of this policy should be directed to the Head of Marketing, or by emailing marketing@royalholloway.ac.uk.

5. Temporary way-finding signage on campus boundaries
   5.1. Vinyl banners or any other signage along the boundaries of campus need to be approved by the Head of External Spaces and the Head of Marketing.
   5.2. There will be a maximum of two Royal Holloway banners up at one time.
   5.3. Signs affixed to our boundary lines that have not been approved will be removed.

6. Temporary way-finding signage directing traffic through campus
   6.1. Temporary way-finding signage should not be affixed to street furniture and should not block paths or roads.
   6.2. Temporary way-finding signage should not be placed on top of other signage.
   6.3. Temporary way-finding signage should not be affixed to buildings.
   6.4. Large A-frames or smaller lollipop stands should be used for temporary way-finding signage.
   6.5. Staff can book a set of temporary directional signage for use at major events on campus. The set contains 17 A-frames and is owned and managed by Marketing and Communications.
   6.6. Each A-frame is numbered and has a set campus location (see Temporary signage for events map) and the sign within the frame points to nearby buildings. The set will be stored in the Boilerhouse store.
   6.7. The signs within the frames are not to be removed or changed by any member of staff apart from members of staff within Marketing and Communications and only if a sign needs to be replaced.
7 Booking temporary way-finding signage (A-frames)

7.1 Staff can book the number of A-frames required by emailing tempsignage@rhul.ac.uk

7.2 After receiving an email booking confirmation for the frames, staff need to then:
- either book the porters to take out and put away the signs
- or contact security to gain access to the store if porter support is not available/possible.

N.B. Booking the porters and contacting security is the responsibility of the event organiser and not the responsibility of the Marketing and Communications team.

7.3 Staff booking the A-frames have full responsibility for the A-frames for the whole of the booking period until they are returned to and secure in the store.

7.4 It is recommended that the frames are stored inside overnight to avoid damage, loss or theft. If there is a chance of inclement weather, staff must store the frames inside overnight.

7.5 If the frames are not returned on schedule, lost, stolen or damaged on return, an internal charge will be made to the team who booked the frames to cover the cost of replacement. The replacement cost is £120 per frame including the sign.

8 Booking porters

8.1 A minimum of two porters are required for any job (relating to signs or otherwise).

8.2 The porters working hours are: Monday-Friday 8am-4pm (there is no charge for porters during these times). If porters are required out of hours, overtime will be charged:
   - For Monday-Friday out of hours working, there is a minimum charge of £42.66 per porter.
   - For Saturday working there is a minimum charge of £85.32 per porter
   - For Sunday working there is a minimum charge of £113.76 per porter.

These charges are for up to 2 hours Monday to Friday and up to 4 hours on Saturday and Sunday.

8.3 A minimum of 2 weeks’ notice is required and colleagues are advised to put in their requests as far in advance as possible (up to 12 months).

8.4 Requests should be emailed to Porters@rhul.ac.uk. They will then supply an estimate for the work, based on how long they envisage it taking and the number of porters needed. The request will be dependent on availability of the porters.

8.5 If the porters are already booked, they will be unable support the setting out of temporary signage and alternative arrangements will need to be made. Porters will prioritise work in the following order:
1. Academic teaching and strategic space work
2. College recruitment and reputational events
3. Conferences and other events

In the case of an unplanned absence e.g. sickness/family emergency, the porter team will inform the team who have booked the porters as soon as possible. The porter team will be unable to provide back-up porters due to the small team size.

9 Temporary directional signage inside buildings

9.1 Temporary directional signage should not be affixed to walls or placed on top of other signs.

9.2 Small signs (A4) should be affixed to doors within A4 clip poster boxes. If poster boxes and budget for these is unavailable, laminated signs may be used and affixed to doors.

9.3 Lollipop stands should be used for A4 signage that is not affixed on doors (see 9.2.).

9.3 Larger signs (A3, A2, A1 and A0) should use A-Frames.

10 Procedures for all temporary directional signage

10.1 Temporary signage must be removed as soon as possible after the event/activity finishes i.e. end of the day or the next working day. If there is the chance of bad weather, all signs should be put away overnight.

10.2 All temporary signage should use branded or co-branded (for events with partners) templates. These are available in a range of sizes on the Brand toolkit.
10.3. Teams must add their contact details to their signs (for signs inside buildings). The branded templates contain a small area on the bottom left of the signs, where the sign creator needs to add their name and phone number. This is so that staff members can alert colleagues if they spot one that is out-of-date.

11. Temporary promotional signage
11.1. Internal Communications oversee most of the promotional signage across campus including posters (Poster casing locations can be found [here](#)). They also manage the content for the digital screens (Digital screen locations can be found [here](#)). Please email Internal Communications on intranet@royalholloway.ac.uk to schedule content on the digital screens.
11.2. The Students’ Union oversee the use of posters and digital screens around the Students’ Union and also have their own procedures for managing these and Student Union communications.
11.3. Noticeboards should be used for temporary promotional signage in buildings.

12. Measuring the impact of this policy
12.1. The impact and success of this policy will be reviewed at the end of the calendar year.
12.2. The evaluation will include a review of whether the use of temporary signage across and around campus has improved. It will also include a review into the use of the shared set of A-frames.
Temporary signage map
<table>
<thead>
<tr>
<th></th>
<th>Welcome to Royal Holloway</th>
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<th>Welcome to Royal Holloway</th>
</tr>
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<tbody>
<tr>
<td><strong>1</strong></td>
<td>1 (Front)</td>
<td>↑ Picture Gallery</td>
<td>1 Back)</td>
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<tr>
<td></td>
<td>↑ North Quad</td>
<td>↑ Main Campus</td>
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<td><strong>2</strong></td>
<td>2 (Front)</td>
<td>→ Picture Gallery</td>
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<td>3 (Front)</td>
<td>← Picture Gallery</td>
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<td>↘ Car park 12 and bus stop</td>
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<td><strong>4</strong></td>
<td>4 (Front)</td>
<td>↑ Founder’s Small Board Room</td>
<td>4 (Back)</td>
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<td></td>
<td>↑ Founder’s Large Board Room</td>
<td>↑ Picture Gallery</td>
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<td>↑ Toilets</td>
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<tr>
<td><strong>5</strong></td>
<td>5 (Front)</td>
<td>↘ Windsor building</td>
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<td>↘ Emily Wilding Davison</td>
<td>↘ Founder’s Square</td>
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Welcome to Royal Holloway
← Founder’s South Quad for:
   Founder’s Main Lecture Theatre
← Crosslands
↑ Founder’s Visitors Centre
↑ Windsor Building
↑ Emily Wilding Davison Building

Welcome to Royal Holloway
↑ The Hub
↑ Beatrice Shilling Building
↑ Sports Centre