



### REVISION HISTORY

This is a revision of the Signage Policy 1.0 approved by the Board of Trustees on 07/10/2013.

### BACKGROUND/PURPOSE

Effective signage can help to make UUCWC more welcoming to newcomers and allow passers-by to perceive something of our mission and identity; make evident some aspects of congregational life that might not be immediately obvious (for example, that children are an important part of our church community); or address a practical need for clear yet attractive “wayfinding” signs that make it easier for people to find an office, classroom, or other location on UUCWC grounds.

This policy serves to clarify the responsibility, authority and accountability for all types of UUCWC’s signage.

### POLICY

1. **Outdoor Church Name Sign.** Church administrative staff, in consultation with the Communications Team, has primary responsibility and authority for the content, placement, and style of the large outdoor permanent sign bearing the name of the church and banners hung underneath, but may not make changes to the permanent sign without the advice and consent of the Board of Trustees. The church name shown on the permanent sign may not be changed without the advice and consent of the congregation. The Facilities Management Team (FMT) has responsibility and authority for maintenance of the sign.
2. **Wayfinding Signs.** Church administrative staff in conjunction with the FMT has responsibility and authority for style, placement, and content of wayfinding signs (indoors and outdoors) which help people find a destination or identify a place at UUCWC.
3. **Messaging Signs.** Church administrative staff have the responsibility and authority for messaging signs relating to the church’s mission, identity, or desire to be welcoming, including:
  - a. **Dynamic Signage** (information it contains changes frequently). Additionally, the office has the responsibility and authority to determine the placement of dynamic signage (whether paper, canvas, or electronic).
  - b. **Temporary Event-Related Signage.** Church administrative staff, in consultation with the group proposing temporary signage, has primary responsibility and authority to approve the placement, style, and content of temporary signs.
  - c. **Static Signage (indoors).** As Church administrative staff have the responsibility and authority to determine content and placement of indoor signage, any UUCWC group wishing to display a sign (or banner) inside the building must consult with the church office.