



*CITY OF GRAND RAPIDS*

# ADMINISTRATIVE POLICY

NUMBER: 82-03	DATE: 11/11/82
REVISIONS:	
ISSUED BY: City Manager	SIGNED: <i>Wm. F. Kimball</i>

**SUBJECT: SIGNAGE AND IDENTIFICATION**

**PURPOSE:** To present and enhance one image for the City by coordination of all exterior communications including directional information signs, street signs, graphic directories, facility identification, vehicular identification, clothing identification, and any other signage or identification intended for communication with the public.

**POLICY:**

**A. Program**

All City of Grand Rapids "Communications" are to be brought into agreement with the Communicating the City Chart by 1987. Each department is responsible for revising its communications and taking necessary action to assure implementation of uniform "communications" consistent with this policy. Implementation should proceed according to the following priorities:

1. Facilities without identification, or having unclear identification, should be of first priority.
2. Contracting logos should be replaced with the current City logo.
3. Facilities with improper identification should be replaced with identification consistent with this policy.
4. Signs with correct identification or information, but conflicting design should be replaced last.

**B. Program Guidelines**

1. Guidelines for design are outlined on "Communicating the City" Chart. Major guidelines to be followed are:

- a. All lettering will be Helvetica, upper case.
- b. All directional signs will be on aluminum nominally 30 x 30, green background with white letters.
- c. All facility identification will include facility's name and "City of Grand Rapids" - departmental or division names are not to be used, except in directories.
- d. Prototypes for free-standing signs will be:
  - i. Bronze anodized aluminum box with supporting end posts (type used at Public Service Complex) will be specifically used at urban facilities/grounds.
  - ii. Wooden signs on concrete foundations (type used by the Parks Department) will be used at outlying open space facilities with extensive grounds, or at entrance/service explanation locations.

#### **C. Communicating the City Committee**

A "Communicating the City Committee" will be responsible for coordinating implementation of all signage and identification improvements. The Committee shall consist of the Planning Director as chairman; and representatives from the Transportation Department, Community Enrichment Services Office, and the Engineering Department.

#### **D. Process**

Before any new signs or identifications are constructed and installed, the following procedures shall be followed:

1. Use "Communicating the City" chart as a guideline for design. Questions should be directed to the Planning Department.
2. Standard designs will be reviewed by the Planning Department. When product is in agreement with guidelines, "sign" may proceed to construction.
3. Non-standard products, i.e., unusual signs, graphic directions, vehicle identification, or any product not covered by the chart, will be directed by the Planning Department to the Communicating the City Committee for review. When product is approved by Committee, it may proceed to construction.