

Bethel University Guidelines for Posting Directional Signage on Campus

Many guests who are not familiar with Bethel's parking lots or buildings visit our campus for conferences, meetings, and other events. For Bethel-sponsored events, it is the responsibility of the event owners to provide directions or directional signage for their off-campus guests so they do not get lost. For rental events, it is the responsibility of Conference Services to provide this. Providing adequate, clear directions or directional signage is essential in setting a welcoming tone and preventing anxiety and frustration.

In some cases, specific directions can be communicated over the phone or by mail or email. A helpful reference for guests is the Maps & Directions link at the bottom of the Bethel homepage or its print version (the Bethel Campus Guide); these resources include maps and driving directions. In other cases, especially for large groups of guests, it is necessary to provide exterior and/or interior directional signage once guests arrive on campus.

Exterior directional signs can be posted in kiosks along Bethel Drive to direct guests to the appropriate parking lot. To request exterior signs for an event, conference, or meeting, print and complete the Exterior Sign Request Form available on the Communications and Marketing webpage and send it to Event Services at least one week before the event. A budget number is required to cover the cost of printing these 19 x 31" signs. Exterior signs are recommended for large groups (>50) of off-campus guests who are not familiar with the campus.

Interior directional signs can be posted in hallways to guide guests to a particular campus venue once they have stepped inside a campus building. Directional signs do not follow the same policy guidelines as posters that advertise events or programs (for the policy on posting advertisements, see cas.bethel.edu/student-development/policies/advertising). For example, signs that advertise can only be posted in certain approved locations; directional signs need to be posted along the walking route to a particular venue.

The rest of this document outlines the Bethel guidelines for posting interior directional signs.

- Directional signs must be computer generated and printed on 8½ x 11" paper. They cannot be handwritten. The templates at the end of this file can be customized as needed.
- All signs must be stamped, dated, and approved before they can be posted. Event Services, CAS Student Life, CAS Admissions, CAS Academic Affairs, the CAPS/GS Office, and the Seminary receptionist have stamps and approval rights. Bring your signs to one of these offices for approval before posting. Posted signs that are not stamped will be taken down.
- Directional signs are to be posted for the shortest length of time required. In other words, they should be posted the day before or the day of the event. The event owner is responsible for removing the signs immediately after the event or on the following day at the latest.
- Similarly, event owners should use the fewest number of signs required to clearly direct their guests to the venue. Signs are needed at turns, stairs/elevators, hallway junctures, and periodically along long, straight routes.
- In determining the walking route, event owners should consider the needs of guests who may prefer or require an elevator route.
- Signs cannot be posted on these surfaces:
 - white art walls in Brushaber Commons
 - donor walls
 - railings

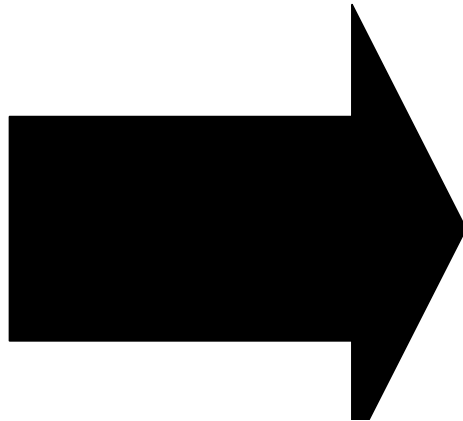
- floors
- glass wall of 3900 Grill
- exterior sides of exterior doors
- locations designated for advertising posters
- Signs must be mounted with blue painter's tape. Use small loops of tape in all four corners on the back of each sign. Signs posted on brick walls require more tape. Do not use tape on the front side.
- For exterior doors, a small piece of Scotch tape should be used to tape the sign on the *inside* of the door (do not tape the sign on the outside of the exterior door). Signs on exterior doors may be posted *only for 8 hours or less* because of tape residue left on the door due to outside temperatures.
- For interior doors and windows, blue painter's tape on the back of the sign is required.
- Blue painter's tape is readily available from hardware stores, home improvement stores, and retail stores such as Target. Event owners are responsible to supply their own tape.
- For guests coming to the college buildings: If guests are not directed to a certain parking lot via exterior signs or other prior communication, event owners should assume that guests may park in either the East or West Lot, and interior signs should direct guests from the RC Level 3 entrance, the RC Level 2 entrance (to accommodate guests using accessible parking), and the CLC Level 1 south entrance.
- For guests coming to the Seminary: Event owners should provide guests with driving directions and building/hallway directions prior to guest arrival. If this is not possible, interior signage should be posted and exterior signage is recommended. If desired, an additional sign posted on a sandwich board at the Scandia corner to direct guests to the Visitors Lot may be requested. Contact Event Services to request exterior signs and/or sandwich-board signs.
- For guests coming to the Bethel Office Center or the Red Fox building: Event owners should provide guests with driving directions prior to guest arrival. Use of a stanchion- or easel-mounted sign in the lobby is recommended to direct guests to their meeting location.
- Stanchions can be especially helpful for posting signs that direct guests through wide areas such as the Courtyard and Atrium of Brushaber Commons. Contact Event Services to request stanchions for this purpose.
- For unique sign requests, unusual event circumstances, or particular accommodation needs of guests, contact Event Services for assistance.

If you have any questions about the above guidelines, please contact Event Services at x6090.

Welcome

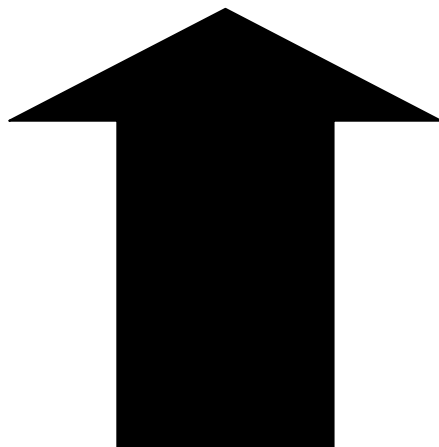
**MMTA
Theory Exam**

**Register in
CC Lounge**



Welcome
**Woodridge
Overseers**

**Eastlund
Room**



Welcome
CCC CAOs

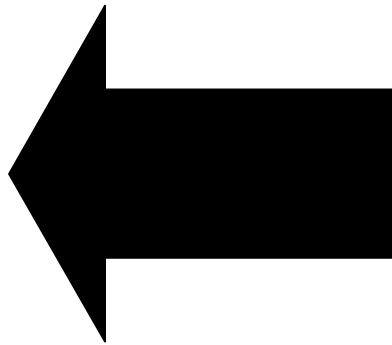
**To Olson
Boardroom**



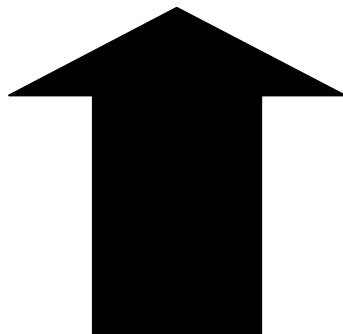
**Up to
4th level**

Welcome

**Biology
Conference**



**Admissions
Event**



Welcome

International Missionaries

- Chapel

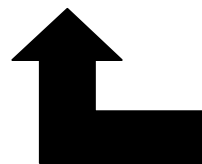


- Communications
Center



Straight ahead

- Preaching
Center



Down the left hall