

PSB School Signage Policy

1. Purpose

The purpose of this policy is to establish guidelines for the installation, maintenance, and management of signage within and around PSB school premises. The aim is to ensure that all signs are clear, effective, and appropriate for the school environment while adhering to safety and regulatory requirements.

2. Scope

This policy applies to all signage within the school grounds, including interior and exterior signs. This includes but is not limited to:

- Directional and informational signage
- Safety and emergency signs
- Promotional and event signs
- Temporary or event-specific signage
- Any other signage placed by school personnel or third parties

3. General Guidelines

- **Clarity and Readability:** All signs should be legible and clear to the intended audience, with appropriate fonts, colors, and symbols. Signs should be designed in a way that is easily understandable for students, staff, and visitors.
- **Consistency:** Signage should maintain a consistent style that reflects the school's identity and branding. This includes fonts, colors, and logos where applicable.
- **Accessibility:** All signs must comply with accessibility standards, including provisions for individuals with visual or other disabilities (e.g., braille signs, high-contrast colors, or large print).
- **Language:** Signs should be written in the primary language(s) spoken by the school community. Where appropriate, secondary languages may be included.
- **Safety and Compliance:** Signage must adhere to safety codes and local, state, or federal regulations. This includes clear signage for emergency exits, fire safety, and any other relevant areas of concern.

4. Approval Process

- **Permanent Signage:** Any permanent signage must be submitted to the school administration for approval before installation. The request should include the design, size, and location of the proposed signage.
- **Temporary Signage:** Temporary signs for events, announcements, or other short-term purposes should also be approved by the school administration. The School Committee is the ultimate decision-maker on temporary signage. These signs must be removed promptly after the event or notice is no longer relevant.

- **Third-Party Signage:** Signage from external entities, such as vendors, sponsors, or community organizations, must be approved by the school administration. The content should be aligned with the school's values and objectives.

5. Types of Signage

- **Directional Signage:** These signs help students, staff, and visitors navigate the school grounds (e.g., room numbers, restroom signs, cafeteria location).
- **Informational Signage:** Signs providing information about policies, rules, and procedures, such as school hours, dress code, or non-discrimination policies.
- **Emergency Signage:** Critical signage for safety, including fire exit routes, emergency contact numbers, and evacuation plans.
- **Promotional and Event Signage:** Signage promoting school activities, events, and achievements. This includes posters, banners, and digital displays.
- **Temporary Event Signage:** Signs used for temporary purposes such as upcoming school plays, sports events, fundraisers, or other special activities.
- **Political Signage:** Signs used for publicizing international, national, regional, or local political organizations or advocacy groups. Such signs can be created as banners, flags, advertisements, promotional materials, or the like and related to political or social themes. Any such items shall relate to or be in the furtherance of the District's educational goals, programs, activities, or events.

6. Signage Installation

- Signs should be installed in areas that maximize visibility and effectiveness while minimizing obstruction of pathways and emergency exits.
- All signage should be securely fixed and regularly checked for safety, particularly in high-traffic areas.
- Installation must comply with building codes, fire safety regulations, and other relevant local requirements.

7. Maintenance and Removal

- Regular inspections of all signage will be conducted to ensure that signs are legible, intact, and in good condition.
- Damaged or outdated signs must be replaced promptly.
- Temporary signs should be removed as soon as they are no longer needed, and no sign should remain posted longer than necessary.

8. Prohibited Signage

- Signs containing offensive, discriminatory, or inappropriate language or images are strictly prohibited.

- Political, religious, or commercial advertisements that are not approved by the administration are not allowed. **Final decision-making** regarding any such items shall be at the School Committee's sole discretion.
- Any signage that violates local zoning or public safety regulations is prohibited.

9. Violations and Enforcement

- Any violation of this policy will be addressed by the school administration and, if warranted, the School Committee.
- Unauthorized signs may be removed, and the responsible parties may be subject to disciplinary action in accordance with the school's code of conduct.

10. Policy Review

This policy will be reviewed annually or as needed to ensure its effectiveness and relevance. Any updates or changes will be communicated to staff, students, and the PSB community.

SUMMARY VERSION – SECTION KHBA – SIGNAGE POLICY

The Brookline Public Schools ("PSB") shall not permit any individual or group, other than school administrators and approved student groups as set forth herein, to place any sign, banner, flag, advertisement, promotional/marketing material or other such items anywhere on PSB buildings, grounds, transportation vehicles, or other property.

PSB administrators or approved student groups may be permitted to place such items on PSB premises, on the following conditions:

- 1) Any such items must relate to or be in the furtherance of the District's educational goals, programs, activities, or events; and
- 2) Any such items must be approved in advance by a building principal, the Superintendent of Schools, or the School Committee, as appropriate under the circumstances. **Final decision-making** regarding any such items shall be at the School Committee's sole discretion.