

SIGNAGE

Signs are temporary or permanent visual communications that are used by the Library to:

- promote Library events, programs, and courses
- outline Library policies and procedures
- provide directions to Library materials and facilities
- meet legal or jurisdictional requirements
- identify services and spaces within the facility
- enhance the Library experience through decorative effect

Signs represent statements by JMRL to the public. Signage should serve JMRL's mission and values. Logos or URLs on signs should be limited to JMRL, or organizations and activities directly related to JMRL's mission and values.

Library signs should be visually appealing and convey a positive and professional impression of the Library. Signage created by JMRL should be stylistically consistent with the Library's branding.

Signs may only be placed in designated areas at the discretion of the branch manager.

Generally signs may only be posted by library staff, library partners, governmental partners, the Friends of the Library, or the Virginia Festival of the Book. Members of the public interested in posting information at JMRL should refer to Policy 4.51 DISPLAYS AND HANDOUTS.