

**HACKETTSTOWN REGIONAL MEDICAL CENTER
ADMINISTRATIVE POLICY MANUAL**

**SIGNAGE, HOLIDAY DECORATIONS, BANNERS, POSTERS, EASEL
DISPLAY, BROCHURE DISPLAY & VISUAL/TABLE DISPLAYS**

Effective Date:	04/1996	Policy No:	PR09
Cross Referenced:		Origin:	Public Relations
Reviewed Date:	10/98, 02/05, 02/11	Authority:	Executive Director
Revised Date:	3/13	Page:	1 of 2

PURPOSE: To promote an uncluttered and professional health care environment.

SIGNAGE:

Permanent signage is to inform our customers of locations, necessary procedures, policies, rules and/or regulations. This signage is standardized in size, format and color. Planning & Marketing has the responsibility for the making and installing of permanent signs. All signs must be approved by the Executive Director.

Temporary signage (announcements, flyers, bulletins) in hallways or common areas must be posted on either a bulletin board or within a glass case, unless otherwise approved. The placement of the bulletin board or enclosed glass cases within common areas of the Hospital must be approved by President's Council. Temporary signage may be permitted for emergency or construction situations. Standard exceptions would include: Wet Paint, Construction in Process, Elevator Out of Order. Any other exceptions must be approved by the Marketing Department. All approved temporary signs must be neat and attached to a non-porous surface with masking tape.

Holiday Decorations: Offices and departments may appropriately decorate their area. Decorations for public areas must be approved by the Marketing Department. Decorations may be displayed three weeks prior to the holiday, except for Christmas decorations which may be displayed following the Thanksgiving holiday. Decorations must be removed within ten (10) days after the holiday.

BANNERS, POSTERS & EASEL ANNOUNCEMENTS:

Banners, posters and easel announcements must be individually approved for size, format and location by the Marketing Department prior to the expenditure of funds.

BROCHURE DISPLAYS:

Visual/table displays must be approved for material content, size and location by the Marketing Department prior to placement of display or expenditure of funds.

TABLE DISPLAYS/LOBBY DISPLAYS/BANNERS:

Departments, clusters, teams and professional groups are encouraged to develop table or floor displays to promote the services provided to customers. During the time the display is approved for presentation, time should be allocated to include a special service to the customers, i.e., education, health screening and promotion of healthy life style.

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Requests for public floor space or wall space must be made to the Marketing Department for a display within the Hospital or in public areas of buildings on campus. The request should include a brief description of the display and/or banner including, but not limited to: theme, dates, times, size of table(s), size of banner, decorations/artwork, man-hours required to host the screening/promotion and handout materials/brochures.

The Marketing Department can give assistance in designing displays or banners, loaning table top display boards, tablecloths and table skirting, if available. Providing as much advance notice as possible will enable the Marketing Department to give as much assistance as their schedule permits.

PERIODIC REVIEW & ASSESSMENT OF CURRENT SIGNAGE:

To ensure that signage needs are met, a representative from the Marketing Department and a representative from Maintenance will conduct an annual evaluation of the signage at all facilities. Any signage needs identified during the assessment process will be resolved by ordering the necessary signage and charging the appropriate cost center(s).