

University of Michigan - Guidelines for Banners on Buildings

Applies to: All property owned by the University of Michigan in Ann Arbor, for requests for installations of five days or more in duration. If banner placement is associated with an outside event and is less than five days in duration, requests must be made via email to Facilities and Operations - Events (fo-events@umich.edu) for approval.

Purpose: These banner guidelines are intended to provide information on creating banners that are appropriate for campus display and provide useful information. The EEDR Committee (see below) is available to help guide the design and use of banners. It is intended that banners be used only to promote events sponsored by schools, colleges, departments and major auxiliary units of the university.

PROCEDURE:

1. Submit all requests for banner display projects to (a banner request form is included in this document):

University Planner's Office
Architecture, Engineering & Construction
326 East Hoover
Ann Arbor, MI 48109-1002

Julie Truettner, Planning Assistant
Phone: 734-615-3797
Fax: 734-763-3238
Email: jmtruett@umich.edu

2. Submit banner project request at least eight (8) weeks prior to desired date of installation. (Allow at least five weeks for review/approval and three weeks for fabrication/installation.) Requests made with less than eight weeks' notice will be considered if time permits for the review process.
3. Submittal must include (use banner request form):
 - Name of U-M sponsoring group, with contact person identified. Sponsoring group must be a University of Michigan school, college, department, or unit. (Student organizations must use Diag banner poles; contact the Student Organization Resource Center.)
 - Written description of purpose of display
 - Start and end dates of the event/promotion
 - Documentation of support from the U-M sponsoring group's administrative officer
 - Color print of the banner design with measurements of proposed banner (copy should be 8½ x 11) – provide in electronic format (jpeg or pdf)
 - Description of location desired for installation, with total number of banners indicated, and if possible an image of the building with the proposed banner rendered in
4. The University Planner's Office (UPO) will distribute materials for campus review and approval.

Project concept and graphic design:

- Determination of the acceptability or "appropriateness" of the content/message of the banner will be the responsibility of the sponsoring group (University school, college, department or unit). Issues of appropriateness include if the event promoted on the

banner is of University-wide interest, if it promotes the University's mission, who the intended audience is, etc. Person(s) requesting banners should provide documentation indicating the approval of the sponsoring group.

- Determination of the acceptability of the proposed graphic design, including presentation of the University name, use of trademarks, etc., will be the responsibility of the Exterior Elements Design Review Committee (EEDR), as advised by the University Planner. The design will be reviewed at the committee's next meeting following receipt of a proposed graphic by the UPO. This committee meets monthly. A determination of a complete request by the University Planner will be made promptly following EEDR meeting.

Location Plan:

Sponsoring group must obtain support from the majority occupant of the building to which it is proposed to affix the banner(s). Majority occupant must be a University school, college, department or unit. The University Planner's Office, in conjunction with Plant Operations and the EEDR Committee, will determine if the request is reasonable and can be accommodated, based on proposed location and potential for installation and removal without damage to the structure. If it is determined that banners cannot be affixed to the requested building without permanent damage to the structure, the request will be denied.

5. The University Planner's Office will return the results of the review and approval process to the requester as project approved, approved with requested modifications, or rejected with reasons listed.
6. Requesting unit will be responsible for submitting a work order to Plant Operations for installation and removal of banners (647-2059).

GRAPHIC CONTENT OF BANNERS:

Although it is not the intention of the UPO to censor content, the stated purpose of banners displayed at the University of Michigan–Ann Arbor is to promote events sponsored by schools, colleges, departments, or major auxiliary units.

1. Content may be generic in nature, graphically, symbolically or verbally representing or depicting a University-sponsored event or activity. A balanced and colorful combination of visual and textual elements is key to creating banners that are successful as communication tools. Messages should be kept simple and straight-forward so that the information can be gleaned on quick glance.
2. Content should include the name or logo of the sponsoring University unit, department, school or college, but non-university sponsors shall not be presented on banners.
3. Some recognition of the University of Michigan should appear within the graphics of the banner and may consist of the University wordmark (downloadable from U-M Identity Guidelines at www.logos.umich.edu/).
4. Banners may not be used for commercial advertising, advertising or promoting any political candidate, parties or issues, or identifying, advertising or promoting any religion.
5. University policies in regard to use of the University name, seal, block "M" and other trademarks shall be observed (see www.umich.edu/~regents/trademarks).

GUIDELINES & LIMITATIONS:

1. Requests for banners on buildings may be considered with the following restrictions:
 - Banners may only be placed on exterior building surfaces at a height where they will be readable from ground level, and may not be placed so as to cover or obscure doors or windows.
 - The event/occasion/activity promoted on the banner must either be planned for a venue within the building to which the banner will be affixed, or sponsored by a school, college, department or unit which is housed in that building.
2. All banners will be installed and removed by Plant Operations at the requester's expense.
 - Plant Operations staff may remove banners that are tattered, faded or torn without notice.
 - Requester will be responsible for replacement installation costs.
 - Requester will be responsible for supplying appropriate installation hardware, following specifications provided by Plant Operations.
3. Exceptions or deviations from these guidelines must be approved by the Associate Vice President for Facilities and Operations.

CHARACTERISTICS OF BANNERS ON BUILDINGS:

1. Size of banners for placement on buildings may vary with the intended location for installation. Requester will provide (in electronic format) detailed graphic indicating size of proposed banner(s) against size of building surface planned for mounting.
2. Banners shall be made of high quality vinyl, and shall be opaque, non-shrinking, water, tear and fade resistant.

DURATION OF DISPLAY:

1. Approved banner projects will be permitted for display for not more than ten days prior to the event, and will be removed immediately following the event. Exceptions shall be reviewed by the University Planner's Office.

REQUESTER RESPONSIBILITY:

Banner project requesters are responsible for:

1. Developing the design of the banner through a professional designer.
2. Submitting the request with back up materials for review and approval to the University Planner's Office.
3. Making necessary changes to the proposal if requested to do so through the review process.
4. Purchasing the necessary quantity of banners plus additional units for replacement if lost or stolen. The requester will determine the number of replacement banners purchased.
5. Initiating and paying for installation and removal of banner through Plant Operations.
6. Delivering finished banners and mounting hardware to Plant Operations for installation.
7. Assuming the cost of removing/replacing damaged or worn banners by Plant Operations.

Facilities and Operations, November 2007

Request for Banners on Buildings

Requests for banners must follow the University of Michigan's "Guidelines for Banners on Buildings" – obtain from the website www.umaec.umich.edu/eedr/index.html.

Requestor name: _____

Phone: _____ Fax: _____ E-mail: _____

Department: _____

Sponsoring Unit (school, college, department, unit): _____

Name of administrator from sponsoring unit approving content of banner: _____

Phone: _____ Fax: _____ E-mail: _____

Signature of administrator: _____ Date: _____

(attach supporting documentation if needed)

Reason/purpose for banner(s): _____

Start and end date of event/promotion: start _____ end _____

Number of banners requested and sizes: _____

Location of banners requested (specify building and location on building): _____

Submit full color proof of proposed banner design and other images electronically to jmtruett@umich.edu: _____.

Request received at University Planner's Office (date): _____

Reviewed by EEDR for design (date): _____

Approved by UPO (date): _____

stipulations (duration, location, etc.): _____

Requester notified of decision (via email): _____

Please attach: graphic design, illustration showing proposed banner on proposed building, supporting documentation of sponsoring group's approval of content (also submit all electronically to jmtruett@umich.edu).