

University of Michigan - Guidelines for Banners on Light Poles

Applies to: All Ann Arbor campuses, although banners on light poles are encouraged only in certain zones on campus (see University Planner's Office).

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 university schools, colleges, departments and major auxiliary units.

PROCEDURE:

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

University Planner's Office
Architecture, Engineering & Construction
326 East Hoover Avenue
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 attached):
 - 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
 - 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 no larger than 8½ x 11) – provide in electronic format (jpeg or pdf)
 - List of locations desired (include location map), with total number of banners indicated
4. The University Planner's Office 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 (U-M 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 request form and 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:

University Planner's Office will determine if the request is reasonable, and can be physically accommodated, based the light pole locations, preferred banner zones, and in view of other requests for banners in similar locations at the same time.

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 or EEDR 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. Text messages should be kept simple and straight-forward and printed in as large letters as possible, 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 <http://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 <http://regents.umich.edu/trademarks.html>).

GUIDELINES & LIMITATIONS:

1. Requests for banners on buildings (rather than light poles) should refer to “Guidelines for Banners on Buildings,” available from University Planner’s Office, or website: <http://www.umaec.umich.edu/eedr/index.html>.
2. Requests for banners on light poles may be considered with the following restrictions:
 - Banners shall be placed on designated poles in contiguous areas, and in a clustered manner. Consult the University Planner’s Office for information on pole locations.
 - Banners should be clustered near the building/venue of the event/occasion promoted by the banners. Banners shall be placed no more frequently than every third light pole.
 - Preference for placement on poles near certain buildings will be given to the occupants or scheduled user of those buildings, for events/occasions sponsored by the occupying school, college, department, or unit (e.g., Museum of Art and other museums, Power Center and other performance venues, Michigan Union, Michigan League).
 - Plant Operations staff may remove banners that are tattered, faded or torn without notice.
 - Requester will be responsible for replacement installation costs.
3. Exceptions or deviations from these guidelines must be approved by the Associate Vice President for Facilities and Operations.

CHARACTERISTICS OF BANNERS ON LIGHT POLES:

1. Size of banners on pedestrian light poles may not exceed 28" wide x 48" high (see graphic). The minimum banner size allowed will be 18" wide x 36" high. One banner per pedestrian light pole is preferred, but two may be allowed depending on the location and safety issues.
2. Size of banners on street light poles may not exceed 30" wide x 96" high, with the preferred size being 30" wide x 72" high (see graphic). The minimum banner size allowed will be 30" wide x 60" high. Not more than two banners per street light pole are allowed. For street light poles owned by the City of Ann Arbor and/or DTE, requester must also follow the city and DTE’s permitting process.
3. Banners shall be double sided.
4. Banners shall be made of high quality vinyl, flame retardant canvas, or other awning material, with vinyl being the preferred material. Banner material shall be opaque, non-shrinking, water, tear and fade resistant.
5. Requester will purchase and supply mounting hardware (brackets and poles), following specifications approved by Plant Operations. If requester already has a stock of mounting hardware, it may be used as long as it meets approved specifications. Only mounting hardware approved by Plant Operations may be used, and the hardware will be returned to the requester at the end of the approved banner display period.

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:

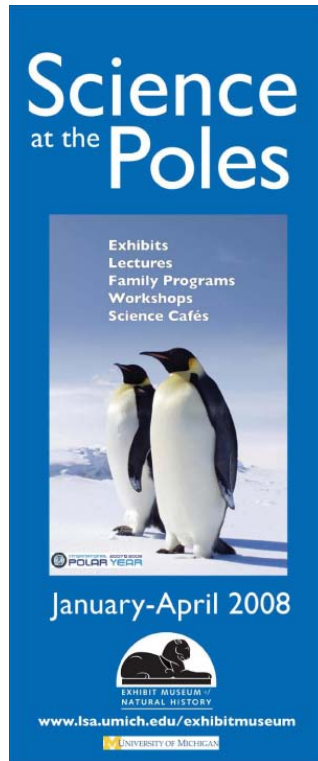
1. Developing the design of the banner through a professional designer.
2. Submitting the request with back up materials for review and approval to the University Planner's Office.
3. Making necessary changes to the proposal if requested to do so through the review process.
4. Purchasing the necessary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

Facilities and Operations, Revised November 2007

Examples of successful banners combining colorful visual and textual elements



example of banner for college, department, or major unit anniversary



example of banner for series of events related to theme semester



example of banner for special art exhibit

Request for Banners on Light Poles

Requests for banners must follow the University of Michigan's "Guidelines for Banners on Light Poles." Requesters are urged to utilize pedestrian light poles (round globes) rather than street light poles, which are much taller, and which usually require additional approval from DTE.

Requester 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 (refer to graphic standards for sizes)

pedestrian light poles: _____ size: _____

street light poles (DTE): _____ size: _____

Location of banners requested (attach map and submit electronically): _____

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): _____

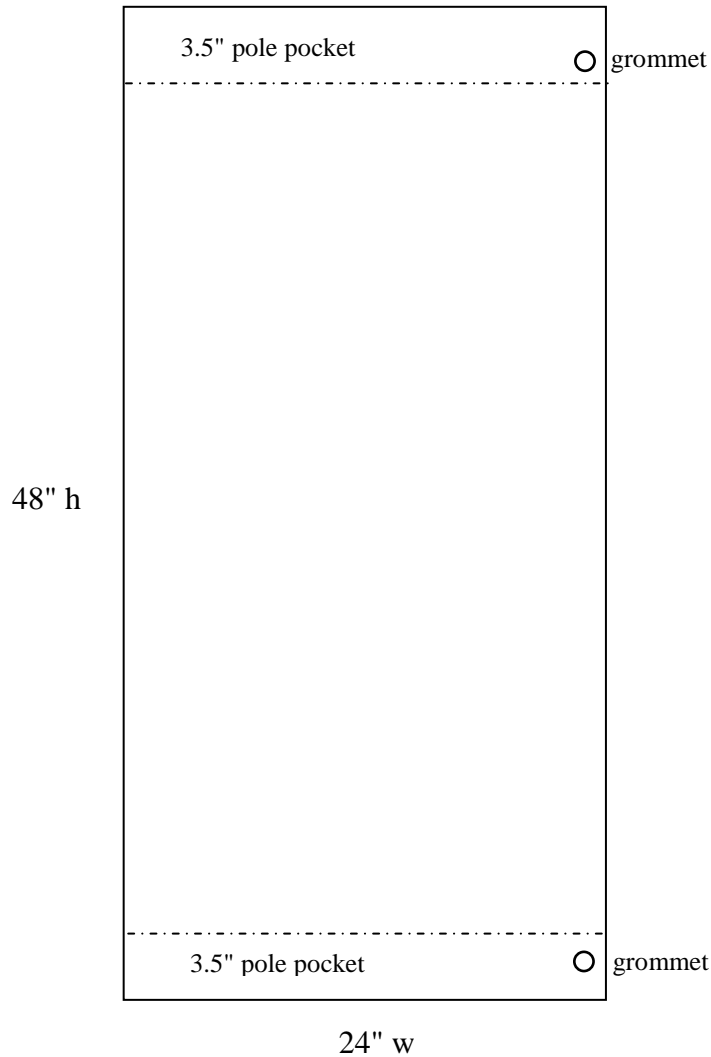
Please attach and submit electronically: graphic design, location map, supporting documentation
of sponsoring group's approval of content

Banners for pedestrian light poles (with round globes) – standards for banner size

28" w x 48" h = maximum size (24" w x 48" h is a common standard size readily available)

18" w x 36" h = minimum size

- materials: high quality vinyl is preferred, but may also use flame retardant canvas, or other awning material; all should be opaque, non-shrinking, water, fade, and tear resistant
- try to avoid putting any graphics on the pole pockets
- grommets should be near seams so as not to obstruct path for pole



drawing not to scale



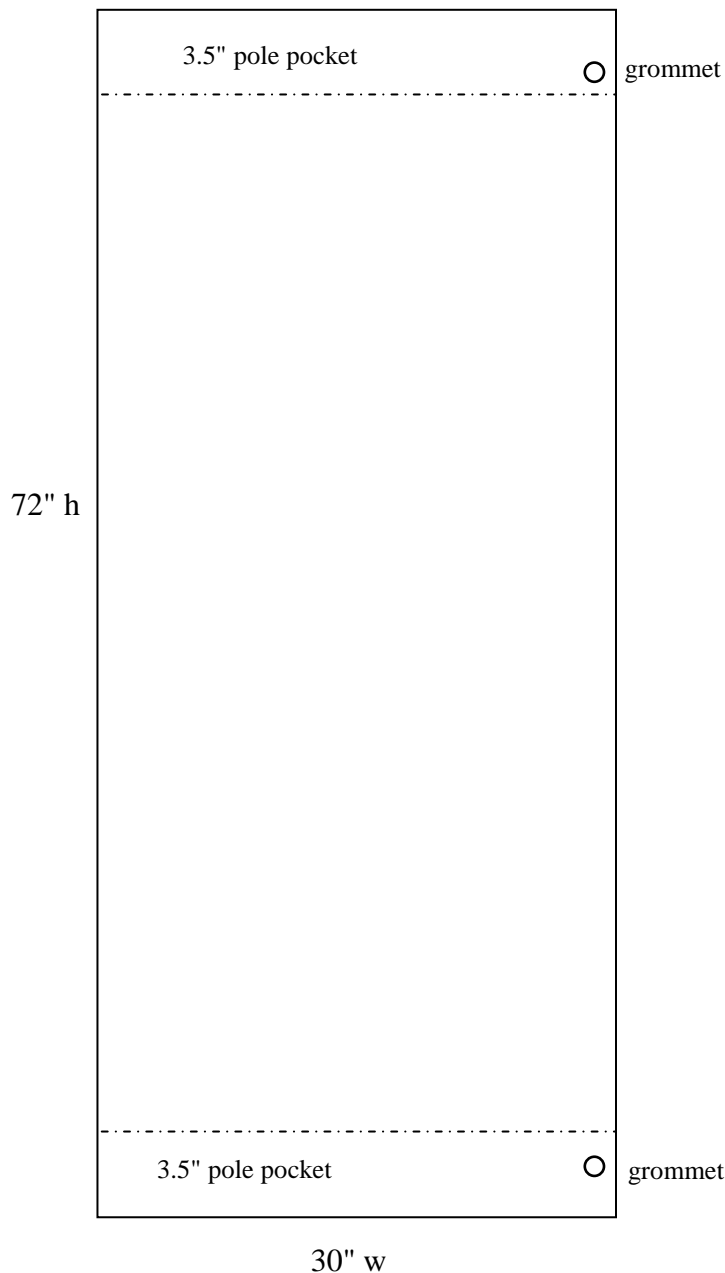
typical pedestrian scale
light pole

Banners for City of Ann Arbor, DTE or university-owned street light poles – standard for banner size (use of city and DTE poles requires a permit from the city and/or DTE)

30" w x 96" h = maximum size, with 30" w x 72" h recommended as best size

30" w x 60" h = minimum size

- materials: high quality vinyl is preferred, but may also use flame retardant canvas, or other awning material; all should be opaque, non-shrinking, water, fade, and tear resistant
- mounting hardware specifications: contact Plant Operations
- try to avoid putting any graphics on the pole pockets
- grommets should be near seams so as not to obstruct path for pole



typical street light pole

drawing not to scale