

# **UMass Amherst Campus Banner Policy**

## ***Purpose***

University of Massachusetts Amherst manages the use of banners to provide effective communications, promotions, and acknowledgements of the variety of programs and events that take place on the campus; to make the campus more welcoming and accessible; to provide color and visual interest while preserving the visual beauty and function of all outdoor spaces; and to advance the campus identity objectives and enhance the institution's image.

## ***Authority***

Facilities & Campus Planning (F&CP) is responsible for administering the UMass Amherst Campus Landscape Design Standards (CLDS) and the UMass Amherst Campus Landscape Signage Guidelines (CLSG). The latter include guidelines for campus banners and carry responsibilities for determining best directional and wayfinding plans, approving the design, location and acquisition of exterior communications, and shared participation with University Relations in oversight of the messages for all exterior communications.

## ***Policy***

The University of Massachusetts Amherst takes great pride in the appearance of the campus. As we implement the Campus Landscape Improvement Plan (CLIP) we also see the need to ensure that the introduction of exterior banners be coordinated and follow the standards developed in CLIP. In 2007 Facilities & Campus Planning worked with our CLIP consultants and stakeholders from University Relations (Advancement Communications), Housing and Residential Life, Athletics, and Buildings and Grounds to define opportunities for campus-wide banner deployment (see Campus Banner Program). A Campus Banner Committee will continue to provide support and guidance. The committee will be composed of individuals serving in the following capacity:

- Director of Facilities and Campus Planning (Chair);
- Senior Facilities Planner, Facilities & Campus Planning;
- Director of Strategic Marketing & Communications;
- Director of Advancement Communications/Campaign PR;
- Director of Creative Services;
- Director of Procurement;
- Purchasing/Facilities Support Manager, Housing Services and Residential Life;
- Assistant Director Buildings and Grounds;
- Director of Marketing, Athletics
- Academic Affairs Representative
- Student representative

Proposals for individual exterior banners and banner campaigns for special university events and non-university events must be submitted to Facilities & Campus Planning for approval by the Campus Banner Committee specific to messages, size, quantity, locations, and durations of banner placements. F&CP will maintain a schedule for institutional banner campaigns that will take precedent over all special event banner campaigns. Special event banner campaigns generally will not be installed earlier than four weeks prior to an event and must be removed within five working days after an event. UMass Amherst reserves the right to deny banner placements for events that are not considered appropriately aligned with the mission and policies of the University. No banners or other messages shall be affixed to university buildings, exterior facilities, or other permanent structures.

### **Procedure: Gateway Banners**

Banners on public streets are considered gateway banners and are mounted in series on light poles (vehicular) at the principal gates to the campus. These banners are intended to communicate a campus-wide message (see Sign Type 20.1 in Campus Banner Program) and will highlight the special events that reflect the “seasons” of the academic year.

Banners will be updated each season, ensuring that messages remain fresh while allowing a rotation for banner cleaning and repair during the interval following each change-out (see Gateway Banner Map).

Selected List of Campus Events:

- First Week
- Fall Open House
- Homecoming
- Start of Second Semester
- Spring Open Houses
- Commencement
- Reunion Weekend
- Special Events

1. Complete the Campus Banner Request form to reserve a specific block or blocks for a specific time period. The request should be submitted at least three (3) months prior to the start date requested. F&CP will respond to requests within five (5) working days. *Requests will be processed only if accompanied by an account number to which the cost of designing, purchasing, installing and removing the banners, if approved, will be charged.*
2. After the program/event, location and time period have been approved, the requestor will be provided with an estimate of the cost to design, purchase and install the banners for review and approval. Approval must be provided a minimum of two (2) months prior to banner installation, unless otherwise noted.

### **Procedure: Pedestrian Corridor Banners**

The banners mounted on pedestrian light poles will provide a sense of welcome at the Visitor Center and reinforce the identity of Haigis Mall as the formal center of the campus. These banners will also highlight the campus tour route whether the tour originates at the Campus Center or Visitor Center, and reinforce ongoing communications and marketing campaigns (see Sign Type 20 – Campus Banner 20A.1 in Campus Banner Program).

1. Complete the Campus Banner Request form to reserve a specific portion of the pedestrian route. The request should be submitted at least three (3) months prior to the start date requested.
2. After the program/event, location and time period have been approved, the Requestor will be provided with an estimate of the cost to design, purchase and install the banners for review and approval. Approval must be provided a minimum of two (2) months prior to banner installation, unless otherwise noted.

### **Procedure: Community Building Banners**

Mounting banners on most campus buildings or structures related to buildings is discouraged due to potential damage to the building envelope. Community buildings with substantial student and visitor use will be considered for individualized banner design and placement. These banners will enhance building appearance, and emphasize the diversity of the campus and the richness of its programs and activities.

Community Buildings:

Mullins Center  
Fine Arts Center  
Student Union  
DuBois Library  
Campus Center

A banner program for Housing and Residence Life exists (see CLSG sign type 21.1), and will maintain visual graphic continuity with the Campus Banner Program.

1. Complete the Campus Banner Request form to reserve a specific location. For banners on buildings with existing banner mounting brackets the request should be submitted at least three (3) months prior to the start date requested; otherwise the request should be submitted at least six (6) months in advance.
2. After the program/event, location and time period have been approved, the requestor will be provided with an estimate of the cost to design, purchase and install the banners for review and approval. Approval must be provided a minimum of two (2) months prior to banner installation, unless otherwise noted.

8/20/2008