



## University Operating Procedure

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# Banner Display

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## Overview

An academic or administrative unit, University-recognized group or organization, or University-affiliated organization may display a temporary banner on University facilities and grounds in accordance with this University Operating Procedure (UOP).

## Procedures

The following responsibilities are required to preserve the appearance, accessibility, and safety of the campus and promote communication of accurate information regarding University-sponsored or affiliated programs, activities, and events.

1. **Authorized uses; representatives.** An event held on the University campus may be publicized by a banner and that display is authorized under this procedure. An academic or administrative unit, recognized group or organization or affiliated organization, (hereafter, “sponsor”) requesting authorization must designate a responsible person (“authorized representative”) to process the request.
2. **Request form.** The authorized representative must file an on-line Request for Use of Event Space and/or Services Form at least 14 working days before the proposed date of posting of the banner. The request must contain all required information, including the sponsor or authorized official; the name of, and contact information for, the authorized representative; the nature, date, and time of the event; the removal date; and the specifications for the banner, including proposed location, size, material, and content.
3. **Banner content.**
  - a. The primary message on an event banner must communicate accurately the nature of the event and sponsor. Additional useful content includes the place, date, and time of the event, and ticket purchase information.
  - b. The text of the message may not imply University sponsorship or endorsement without prior written authorization from the appropriate University official.

- c. The banner may not contain unlawful speech, nor promote the consumption of alcohol or the use of illegal substances.
  - d. If the name of a non-affiliate will appear on the banner because of a co-sponsorship or host relationship with a University sponsor, the content of the banner must clearly promote the event as its central message and, in most instances, the University sponsor's name should appear on the banner.
  - e. Where a banner contains language other than English, it must also display an English translation legible from a distance of 20 feet. In addition, the authorized representative must obtain and file, along with the original Request to hang the banner, a translation of the non-English text verified through the Office of International Education.
4. **Banner quality.** All banners defined in this UOP must be of professional quality (e.g., heavy vinyl or canvas with grommets or reinforced holes equally spaced over the top and bottom of the banner) and made of materials, including affixation methods, that will not damage the grounds, facilities, or light poles where they are displayed or pose an undue risk of harm to pedestrians. Banners must also meet design criteria consistent with the University's graphic identity guidelines as outlined in the *University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation Policy* and any specifications established by Campus Planning Services and/or municipal zoning ordinances. Recognized student groups or organizations may use banners made of other materials if they are displayed in areas designated for these banners (e.g., Davis Center Atrium).
  5. **Display locations.** Banners shall be posted only at the authorized locations designated below or expressly approved in writing and in advance by the Associate Vice President for Administrative and Facilities Services.
  6. **Request approval.** A banner posting is authorized when approval is communicated in writing by the Office of Conference and Event Services or Campus Planning Services to the authorized representative. The approval notice will include the authorized location and duration of the display, and whether the banner may be posted and removed by the sponsor or must be posted and removed by Physical Plant. All service costs associated with installation and removal will be paid by the sponsor in advance of the posting.

Note: If the requesting party wishes to display a banner for a period longer than two weeks, the Office of Conference and Event Services must consult with Campus Planning Services regarding City permitting requirements.

7. **Appeal of denial.** Appeal of a denial of a Request by the Office of Conference and Event Services must be made to the Associate Vice President for Administrative and Facilities Services in writing by the authorized representative within three business days of receipt of the denial. The decision of the Associate Vice President for Administrative and Facilities Services is final.

8. **Exceptions.** Any exceptions to this UOP must be approved in writing and in advance by the Director of Conference and Event Services, in consultation with Campus Planning Services. There shall be no appeal of denial of exception requests.
9. **Priority of requests.** Except under extraordinary circumstances, requests will be processed in the order in which they are received. Due to the limited number of banner venues, limits may be placed on the number of locations as to which approval will be granted. In those instances, the Office of Conference and Event Services will approve a posting venue most appropriate to the nature or site of the event.
10. **Damage.** The University assumes no responsibility for the security of banners at any time during their posting, display, or removal.
11. **Infractions.** Posting of banners without authorization will result in their removal. In addition, failure to abide by this UOP, as well as any conditions of approval of posting, may subject the sponsor to sanctions imposed through normal channels. Sanctions against sponsors may include suspension of posting privileges or suspension of recognition or loss of recognition, as well as assessment of costs associated with the removal of banners and any necessary repairs. In the case of infractions by a student, faculty member, or staff member, disciplinary sanctions, including restitution of costs, may be imposed for violation of this UOP or other institutional policies. Sanctions against an affiliated organization may include suspension of posting privileges, restitution of costs, and suspension or loss of affiliation.

### **Designated locations**

The venues listed below are approved and designated locations for banner display. The Office of Conference and Event Services will maintain, and make available online, minimum and maximum banner size specifications for each venue.

Installation and removal of the banner will be performed by Physical Plant unless other arrangements are authorized by the Office of Conference and Event Services. Banners may be displayed no more than two weeks before an event and will be removed within three days following the event. Banners must be retrieved from the Office of the Director of Conference and Event Services within one week of the last authorized date of posting or they will be discarded.

### **Banners on buildings**

1. Billings Library: One banner at a time at the south patio near the Cook Commons entry.
2. Waterman: One banner at a time on the front of the building facing South Prospect Street and one banner at a time on the side of the building facing College Street.
3. Davis Center: Banners are permitted only on the east-facing balcony overlooking the Oval approach to the building. Banners will be approved only for specific events taking place in the Grand Maple Ballroom or outside on the adjacent Oval, and may be hung only for the duration of the event. Davis Center banner reservations are made through and approved by the Director or Assistant Director for Davis Center Operations (656-1204), not through Conference and Event Services.
4. Living/Learning Center Building B: One banner may be posted at a time facing Main Street.

5. Marsh-Austin-Tupper and Harris-Millis Residence Halls: One banner at a time may be posted on each building facing Spear Street.
6. Christie-Wright-Patterson Residence Halls: One banner at a time may be posted on the rotunda facing Redstone Campus center.
7. Morrill Hall: One banner at a time may be displayed on the front of the building facing University Place.
8. Cook Hall: One banner at a time may be displayed on the building facing the Fleming green.
9. Other Locations: Any additional locations for the display of banners must be expressly authorized in advance and in writing by the Director of Conference and Event Services, following filing of a Request under these procedures. Requests must be submitted no later than 14 calendar days before the proposed posting date.

**Banners on Light Posts\***

1. University Green Interior Posts
2. Fleming Green/Chittenden-Buckham-Wills Quadrangle Interior Posts
3. Davis Center Oval Interior Posts
4. Davis Center and Library Quad Interior Posts
5. University Heights Oval Interior Posts
6. Patrick Gymnasium Circle Interior Posts
7. Redstone Quad Interior Posts
8. Redstone Green Interior Posts
9. Redstone Walkway Interior Posts
10. Trinity Walkway Interior Posts

\*Some locations do not have pole banner hardware, and the cost of hardware as well as the cost associated with labor to hang the banners will be borne by the sponsoring University department or organization. Contact Conference and Event Services for more information about obtaining pole banner hardware.

This UOP does *not* apply to:

1. Banners or commercial advertisements at University athletic venues, including the interior and exterior of the Patrick Forbush Gutterson complex, which are administered by the Office of the Director of Athletics.
2. The display of banners or other forms of symbolic speech by students in residence hall window interiors visible to the general public, which are governed by Residential Life policies and procedures.
3. The display of banners or other forms of symbolic speech in the interior of windows of academic or administrative buildings visible to the general public, which are governed by the Solicitation and Campus Demonstrations policies.
4. The display of banners for more than two weeks, which may require a City permit.

## Definitions

*Banner:* For purposes of this document, a “banner” is temporary signage that is displayed for no more than two weeks and that expresses a message by words, symbols, logos, slogans, or other means. Banners covered by these Procedures are those displayed or posted at outdoor locations on University grounds or facilities, principally building exteriors, and that meet the quality conditions of Procedure 4.

*Event:* For purposes of this document, an event is an activity (1) sponsored by and through an academic or administrative unit, University-recognized group or organization, or affiliated organization (2) that is open to the entire University community and (3) that offers an educational, cultural, recreational, or social opportunity in furtherance of the institutional mission.

## Contacts and Responsible Official

Questions related to the daily operational interpretation of this procedure should be directed to:

Director, Conference and Event Services  
(802) 656-5665  
[conferences@uvm.edu](mailto:conferences@uvm.edu)  
<http://www.uvm.edu/conferences>

Questions related to banner design criteria, municipal zoning requirements, or other state and local laws that apply to the posting of signage should be directed to:

Campus Planning Services  
(802) 656-3208  
<http://www.uvm.edu/~plan/>

The Vice President for University Relations and Administration is the official responsible for the interpretation and administration of this procedure.

## Forms

Request for Use of Event Space and/or Services Form  
<http://www.uvm.edu/conferences/?Page=guidelines.html>

## Related Documents/Policies

Burlington Comprehensive Development Ordinance: Article 7: Signs  
[http://www.burlingtonvt.gov/sites/default/files/PZ/CDO/CDO20120910\\_08\\_article\\_7.pdf](http://www.burlingtonvt.gov/sites/default/files/PZ/CDO/CDO20120910_08_article_7.pdf)  
Campus Demonstrations Policy  
<http://www.uvm.edu/policies/student/demonstrations.pdf>  
Campus Master Plan (contact Campus Planning Services)  
<http://www.uvm.edu/~plan/?Page=campusmasterplan.html&SM=campusmasterplanmenu.html>

Campus Speakers Policy

[http://www.uvm.edu/policies/general\\_html/campus\\_speaker.pdf](http://www.uvm.edu/policies/general_html/campus_speaker.pdf)

Facilities and Grounds Use Policy

<http://www.uvm.edu/policies/facil/facsched.pdf>

Group and Organization Recognition Policy

[http://www.uvm.edu/policies/general\\_html/grouprecognition.pdf](http://www.uvm.edu/policies/general_html/grouprecognition.pdf)

Political Activities: Tax Exempt Organization Restrictions Policy

[http://www.uvm.edu/policies/general\\_html/political\\_activity.pdf](http://www.uvm.edu/policies/general_html/political_activity.pdf)

Solicitation Policy

[http://www.uvm.edu/policies/general\\_html/solicitation.pdf](http://www.uvm.edu/policies/general_html/solicitation.pdf)

Temporary Structures Procedure

[http://www.uvm.edu/policies/facil/temp\\_structure.pdf](http://www.uvm.edu/policies/facil/temp_structure.pdf)

University Name, Symbols, Letterhead, and other Proprietary Indicia of Affiliation Policy

[http://www.uvm.edu/policies/general\\_html/letterhead.pdf](http://www.uvm.edu/policies/general_html/letterhead.pdf)

Wayfinding System and Design Standards

<http://www.uvm.edu/~plan/>

*State and local law may also apply to the posting of signage. Questions regarding the applicability of those laws shall be addressed to Campus Planning Services.*

## **Effective Date**

Approved by the Responsible Official July 10, 2012