



The
UNIVERSITY
of **VERMONT**

Policy V. 4.1.16.1

Responsible Official: Vice President for
Finance and Administration

Effective Date: September 30, 2005

Banner Display

Policy Statement

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 Policy.

Reason for the Policy

This Policy establishes standards and procedures for the display of temporary banners on University facilities and grounds so as 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 (“events”).

Strategic Direction

This policy supports the following goal in the University's Strategic Plan

http://www.uvm.edu/president/?Page=strategic_planning/strategicplan.html:

- Focus the human, fiscal, environmental, technological and physical resources of the University on institutional values and priorities

Applicability of the Policy

This policy applies to all University academic and administrative units; University students, faculty and staff; and University-recognized groups and organizations and University-affiliated organizations and their members or personnel. Non-affiliated external entities and individuals may not display banners on University facilities and grounds absent sponsorship and approval by an authorized University official or a University-recognized group or organization or University-affiliated organization.

This policy does *not* apply to:

1. Banners and/or commercial advertisements at University athletic venues, including the interior and exterior of the Patrick Forbush Gutterson complex, which are administered by and through 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 Campus Solicitation or Dissent and Disruption policy.
4. The display of banners for more than two weeks, which may require a City permit.

Policy Elaboration

Due to the availability of other means of communication, and a commitment to the aesthetics, condition and physical safety of the campus, the University generally prohibits the display of banners on University property. As an exception to this general rule, temporary banners may be displayed at designated outdoor venues for the short-term promotion of events and achievements of general interest to the campus community. The standards and procedures set forth in this policy are thus designed to facilitate publicizing such events in a manner that is timely, accurate and reliable and protects the appearance, accessibility and safety of the campus.

Definitions

Banner: For purposes of this policy, a “banner” is temporary signage that expresses a message by words, symbols, logos, slogans or other means. Banners covered by this policy are those displayed or posted at outdoor locations on University grounds or facilities, principally building exteriors.

Event: For purposes of this Policy, 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) offers an educational, cultural, recreational or social opportunity in furtherance of the institutional mission.

Procedures

1. Authorized uses; representatives. An event may be publicized by a banner where such display is authorized under this Policy and its procedures. 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 Space and/or Services Form (<http://www.uvm.edu/requestspace>) at least 7 (seven) 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 and 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, or 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 to English, it must also display an English translation legible from a distance of 20 (twenty) 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 displayed under this Policy must be of professional quality (e.g., heavy vinyl 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 or facilities where they are displayed or pose an undue risk of harm to pedestrians. Pole banners are prohibited. Banners must also meet design criteria consistent with the University's graphic identity guidelines and any specifications established by Campus Planning Services. Recognized student groups or organizations may use banners made of other materials if they are displayed in areas designated for these banners.

5. Display locations. Banners shall be posted only at authorized locations. Authorized locations are those 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 to the authorized representative. The approval notice will contain information including 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: In the event that the requesting party wishes to display a banner for a period longer than 2 (two) weeks, the Office of Conference & Events Services must consult with Campus Planning Services regarding City permitting requirements.

7. Exceptions. Any exceptions to Policy must be approved in writing and in advance by the

Director of Conference & Event Services. There shall be no appeal of denial of exception requests.

8. Appeal of Denial. Appeal of a denial of a Request by the Office of Conference & Event Services must be made to the Associate Vice President for Administrative and Facilities Services in writing by the authorized representative within 3 (three) business days of receipt of the denial. The decision of the Associate Vice President for Administrative and Facilities Services is final.
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 such instances, the Office of Conference & Event Services will approve a posting venue most appropriate to the nature and/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 Policy and its procedures, 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 and/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 or staff member, disciplinary sanctions, including restitution of costs, may be imposed for violation of this Policy and/or other institutional policies intentionally breached. Sanctions against an affiliated organization may include suspension of posting privileges, restitution of costs and suspension or loss of affiliation.

DESIGNATED LOCATIONS AND PROCEDURES

The venues listed below are approved and designated locations for banner display. The Office Conference & Event Services will maintain, and make available on-line, 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 Office of Conference & Events Services. Banners may be displayed no more than 2 (two) weeks prior to an event, and will be removed within 3 (three) days following the event. Banners must be retrieved from the Office of the Director of Conference & Event Services within one week of the last authorized date of posting or they will be discarded.

- A. Billings Student Center: one banner at a time on the front of the building facing University Place and one banner at a time at the south patio near the Cook Common's entry.
- B. 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.
- C. Between Bailey-Howe and the Bookstore: This area is available for recognized student groups or organizations on a first come, first served basis. Reservation through Conference & Events Services is not required. Users are responsible for installation and

removal of banners. *During the period of construction of the Davis Center, the posting site will be the temporary fence in front of Bailey Howe. Once construction is complete, one sheet banner may be posted between banner poles that are slated for installation in this area.*

- D. Living/Learning Center Building B: one banner may be posted at a time facing Main Street.
- E. Marsh-Austin-Tupper & Harris-Millis Residence Halls: one banner may be posted at a time on each building facing Spear Street.
- F. Christie-Wright-Patterson Residence Halls: one banner may be posted at a time on the rotunda facing Redstone Campus center.
- G. Morrill Hall: one banner may be displayed at a time on the front of the building facing University Place.
- H. Dewey Hall: one banner may be displayed at a time on the front of the building facing Colchester Avenue.
- I. Cook Hall: one banner may be displayed at a time on the building facing the Fleming green.
- J. Other Locations: Any additional locations for the display of banners must be expressly authorized in advance and in writing by the Director of Conferences & Event Services, following filing of a Request under these procedures. Requests must be submitted no later than 14 (fourteen) calendar days before the proposed posting date.

Forms

[Request for Use of Space and/or Services](#)

Form: <http://www.uvm.edu/requestspace>

Contacts

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

Director
Conference & Event Services
(802) 656-5665
conferences@uvm.edu
<http://www.uvm.edu/conferences>

The Vice President for Finance and Administration is the official responsible for the interpretation and administration of this policy.

Related Documents / Policies

[Facilities and Grounds Use Policies and Procedures](#)

[Freedom of Expression and Dissent Policy](#)

[Solicitation Policy](#)

[Campus Group Recognition Policy](#)

[Use of University Name, Symbols and Letterhead](#)

[Political Activities Policy Statement: Tax Exempt Organization Restrictions](#)

[Campus Speakers](#)

[Campus Master Plan \(contact Campus Planning Services\)](#)

Wayfinding System and Design Standards (contact Campus Planning Services)

State and local law may also apply to the posting of signage. Questions regarding the applicability of such laws shall be administered by, Campus Planning Services.

Effective Date

Approved by the President September 30, 2005