

# University of Georgia - Guidelines for Banners on Light Poles

Applies to: All University of Georgia campuses, although banners on light poles are encouraged only in certain zones on campus.

Purpose: These banner guidelines are intended to provide information on creating banners that are appropriate for campus display and provide useful information. It is intended that banners be used only to promote events sponsored by university schools, colleges, departments and major auxiliary units.

## **PROCEDURE:**

1. Submit a "University of Georgia Request for Banners on Light Poles" to:

Wendy Jones  
Executive Assistant to the Vice President for Public Affairs  
286 Oconee Street, Suite 200 N  
706/583-0370  
wfjones@uga.edu

2. Submit banner project request at least eight (8) weeks prior to desired date of installation. (Allow at least two weeks for review/approval and six weeks for fabrication/installation.) Requests made with fewer 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 UGA sponsoring group, with contact person identified (Sponsoring group must be a UGA school, college, department, or major auxiliary unit.)
- Written description of purpose of display
- Start and end dates of the event
- Documentation of support from the UGA sponsoring group's administrative officer
- Electronic proof of the banner design in either pdf or jpeg format
- Choice of pole banner zone desired (the zone map is available for viewing and download) with total number of banners indicated

4. The Office of Public Affairs will review and make the following determinations:

- Acceptability or "appropriateness" of the content/message of the banner. Banner content should promote the university's mission and have university-wide appeal.
- Acceptability of the proposed graphic design, including presentation of the university name, use of trademarks, etc.
- Reasonability of the location request. Can the request be physically accommodated, based on the light pole locations, preferred banner zones, and in view of other requests for banners in similar locations at the same time?

the requester as project approved, approved with requested modifications, or rejected with reasons listed.

6. Once approved the requesting unit will be responsible for submitting a work request to Facilities Management Division (FMD). The FMD Support Services department is the only unit on campus responsible for installation and removal of banners. The Support Services office is located at the Chicopee Complex. Their phone number is (706) 542-7584.

7. The requesting unit will need to submit their work request to FMD via one of the following methods:

- Submit a Work Request through the FMD Customer Request site at <http://workrequest.fmd.uga.edu>. Select the Pole Banner Sign radio button when making the request. When selecting the building information, scroll down the list and **select the Pole Banner Zone** to be used. If more than one zone is being used, select one and add the other zones in the description of the work request.
- Call the Work Control Desk at (706) 542-7456
- Email Work Control at [fmdwork@uga.edu](mailto:fmdwork@uga.edu)
- Fax in a Work Request to (706) 542-7003

A copy of the approved request form from The Office of Public Affairs will need to be submitted to Work Control either by fax or attachment to the email in order for the request to move forward. **No work order will be established without a copy of the signed approved form from The Office of Public Affairs.**

## **GUIDELINES & LIMITATIONS:**

Requests for banners on light poles may be considered with the following restrictions:

1. FMD Support Services is the only authorized unit for installation and removal of banners. The Support Services office is located at the Chicopee Complex. Their phone number is (706) 542-7584. Please call for any questions, further instructions, to provide additional information and for directions to the office. Banner installation, pole brackets and pole rods will be provided by FMD.

2. Banners shall be placed on designated poles in contiguous areas, and in a clustered manner. Consult the Office of Public Affairs for information on pole locations.

3. Banners should be clustered near the building/venue of the event/occasion promoted by the banners.

4. 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.

5. FMD staff may remove banners that are tattered, faded or torn without notice. Requester will be responsible for replacement installation costs.

Exceptions or deviations from these guidelines must be approved by the Vice President for

## **CHARACTERISTICS OF BANNERS ON LIGHT POLES:**

1. Size of banners on light poles is 18" wide by 36" tall, including a 2" sewn pole pocket at both the top and bottom of the banner height.
2. Banners shall be double sided.
3. Banners shall be made of high quality vinyl, flame retardant canvas, or other awning material. Banner material shall be opaque, non-shrinking, water, tear and fade resistant.
4. Banners shall have double sewn seams at all edges and at both sides of the pole pockets. Metal tie-down grommets shall be installed at the intersecting locations of double sewn seams (the two locations where the double sewn seam intersects with the upper and lower pole pocket seams).

## **DURATION OF DISPLAY:**

1. Banners will only be displayed for a predetermined, limited time. Space may be reserved for a four week time period. The reservation may be extended for up to two additional weeks, if no competing requests have been received. Extended periods will be considered on a case by case basis. Units who already have general branding banners posted should contact Wendy Jones in the Office of Public Affairs about extended placement and a replacement plan.
2. The exact dates when banners are put up and taken down will be impacted by the availability of appropriate staff from Facilities Management.

## **GRAPHIC CONTENT OF POLE BANNERS:**

The stated purpose of banners displayed at the University of Georgia 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. Avoid putting graphics on the pole pockets.
2. Content may include the name or logo of the sponsoring university unit, department, school or college, but non-university sponsors shall not appear on banners. Logos are downloadable from UGA Identity Guidelines at [http://styleguide.uga.edu/index.php?/entries/logo\\_guide\\_and\\_downloads](http://styleguide.uga.edu/index.php?/entries/logo_guide_and_downloads).)
3. If a university logo is used, policies in regard to use of trademarks shall be observed (see <https://www.externalaffairs.uga.edu/policies/nodes/view/203/Logos-and-Trademarks>).

## **REQUESTER RESPONSIBILITY:**

Banner project requesters are responsible for:

1. Developing the design of the banner with the assistance of a professional designer.
2. Submitting the request with back up materials for review and approval to the Office of Public Affairs.
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 a work request and paying for installation and removal of banners through FMD are the full responsibility of the department making the request. FMD will not proceed with the request without a current valid UGA account in which post charges. There will be a \$40 charge for the posting and removal of each banner.
7. Delivering finished banners to Facilities Management Support Services for installation.
8. Assuming the cost of removing/replacing damaged or worn banners by Facilities Management Support Services.