


Name of Policy: <u>Placement and display of banners, posters and signs</u>	
Policy Number: 3364-45-04	
Approving Officer: President	
Responsible Agent: Vice president for external affairs;	
Scope: All University of Toledo campuses	Revision date: February 15, 2012 Original effective date: March 1, 2008
<input type="checkbox"/> New policy proposal	<input checked="" type="checkbox"/> Minor/technical revision of existing policy
<input type="checkbox"/> Major revision of existing policy	<input type="checkbox"/> Reaffirmation of existing policy

(A) Policy statement

Posters, banners, signs or other printed material may only be placed in designated locations after receiving official approval.

(B) Purpose of policy

The purpose of this policy is to ensure that the display of posters, banners, and signage are approved and properly communicate and disseminate necessary information; ensure a safe environment; and maintain an aesthetically pleasing environment. This policy has also been developed to ensure and maintain the integrity of the “UT” brand.

(C) Procedure

Posters, banners, signs or other printed material may only be placed in designated locations after receiving approval as follows.

- (1) Posters may be placed only on approved bulletin boards. All posters shall clearly identify the organization or department placing the poster.

Posters placed by student organizations shall be approved in advanced by the student activities unit of the dean of students’ office. Posters of a university department or other unit shall be approved by the head of the unit.

Student election campaign posters may be displayed on stakes in outside areas in accordance with the rules of student government. All other student election campaign posters must be in accordance with other provisions of these regulations.

- (2) Banners may be hung or attached in the student union and the student center only in locations specified by the director of student unions, or in Savage Hall and the Glass Bowl in located specified by the director of facilities management and in the UPMC by medical center and clinical administration.
- (3) No interior or exterior signs shall be placed or maintained unless approved by the associate vice president for facilities and construction.
- (4) No private business concern or individual may post or distribute any material advertising a particular product or service except when the effort is in support of university programs and is specifically authorized by the division of external affairs.

(D) Definitions

Definitions of posters, banners and signs:

Poster means any writing, notice, pictorial presentation, or similar item intended to convey a message of a temporary nature.

Banner shall mean any display larger than a poster on flexible material.

Sign means any display of a permanent and written or pictorial nature intended to convey a message.

<p>Approved by:</p> <p><u>/s/</u> Lloyd A. Jacobs, M.D. President</p> <p><u>February 15, 2012</u> Date</p> <p><i>Review/Revision Completed by: Associate vice president for facilities and construction Associate vice president for university communications and marketing operations; Associate vice president of branding and creative services; Director of healthcare marketing</i></p>	<p>Policies Superseded by This Policy: <i>Previous 3364-45-04, effective date March 1, 2008</i></p> <p>Initial Effective Date: March 1, 2008 Review/Revision Date: February 15, 2012 Next review date: February 15, 2015</p>
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