University of Michigan - Guidelines for Banners on Light Poles

Applies to: All Ann Arbor campuses, although banners on light poles are encouraged only along streets in certain zones on campus, and are not to be placed within interior spaces such as the Diag, pedestrian malls, parking lots, etc.

Purpose: These banner guidelines are intended to provide information on creating banners that are appropriate for campus display and provide useful information. The Exterior Elements Design Review Committee (EEDR) is available to help guide the design and use of banners. It is intended that banners be used only to promote events sponsored by university schools, colleges, departments and major auxiliary units. For banner requests by Health System departments and units for placement within the Medical Center Campus, approvals will be issued internally by the Health System (Quinta Vreede). For banner requests by units of the Department of Athletics for placement within the Ross Athletic Campus, approvals will be issued internally by Athletics (Rob Rademacher).

Recycling used banners: Once banners are removed and the unit that provided the banners no longer has a need for them, the unit is encouraged to recycle the banners by contacting the Office of Campus Sustainability. Banners can be recycled / repurposed into tote bags.

PROCEDURE:

1. Submit all requests for banner display projects, other than those for the Health System and Athletics departments and units, to the following (a banner request form and banner specifications are included in this document):

   University Planner’s Office
   Architecture, Engineering & Construction
   326 East Hoover Avenue
   Ann Arbor MI 48109-1002

   Sven Sawin
   Phone: 734-615-0486
   Email: watrous@umich.edu

2. Submit banner request at least eight (8) weeks prior to desired date of installation. (Allow at least five weeks for review/approval and three weeks for fabrication/installation.) Requests made with less 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 U-M sponsoring group, with contact person identified. Sponsoring group must be a University of Michigan school, college, department, or unit. (Student organizations must use Diag banner poles; contact the Student Organization Resource Center.)
   - Written description of purpose of display, i.e., the event(s) to be promoted
   - Start and end dates of the event as well as installation and removal dates
   - Documentation of support from the U-M sponsoring group’s administrative officer
   - Color image of the banner design with measurements of proposed banner – provide in electronic format (jpeg or pdf)
   - List of locations desired (include location map), with total number of banners indicated
4. The University Planner’s Office will distribute materials for campus review and approval.

Project concept and graphic design:
- Determination of the acceptability or “appropriateness” of the content/message of the banner will be the responsibility of the sponsoring group (U-M school, college, department or unit). Issues of appropriateness include if the event promoted on the banner is of university-wide interest, if it promotes the university’s mission, who the intended audience is, etc. Person(s) requesting banners should provide documentation indicating the approval of the sponsoring group.
- Determination of the acceptability of the proposed graphic design, including presentation of the university name, use of trademarks, etc., will be the responsibility of the Exterior Elements Design Review Committee (EEDR), as advised by the University Planner, except for Health System and Athletics requests. The design will be reviewed at the committee’s next meeting following receipt of a request form and a proposed graphic by the UPO. This committee meets monthly. A determination of a complete request by the University Planner will be made promptly following EEDR meeting.

Location Plan:
University Planner’s Office will determine if the request is reasonable, and can 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.

5. The University Planner’s Office will return the results of the review and approval process to the requester as project approved, approved with requested modifications, or rejected with reasons listed.

6. Requesting unit will be responsible for submitting a work order to Plant Operations for installation and removal of banners (647-2059). Banners cannot be installed or removed by anyone other than Plant Operations staff.

GRAPHIC CONTENT OF BANNERS:

Although it is not the intention of the UPO or EEDR to censor content, the stated purpose of banners displayed at the University of Michigan–Ann Arbor is to promote events sponsored by U-M 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.
2. Content should include the name or logo of the sponsoring university unit, department, school or college, but non-university sponsors shall not be presented on banners.
3. Some recognition of the University of Michigan should appear within the graphics of the banner and may consist of the university brand (see U-M Brand Standards).
4. Banners may not be used for commercial advertising, advertising or promoting any political candidate, parties or issues, or identifying, advertising or promoting any religion.
5. University policies in regard to use of the university name, seal, block “M” and other trademarks shall be observed (see Usage Policies).
GUIDELINES & LIMITATIONS:

1. Requests for banners on buildings (rather than light poles) should refer to “Guidelines for Banners on Buildings.”

2. Requests for banners on light poles may be considered with the following restrictions:
   - Banners shall be placed on designated poles in contiguous areas, and in a clustered manner. Consult the University Planner’s Office for information on pole locations.
   - Banners should be placed no more frequently than every third light pole.
   - 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 (e.g., Museum of Art and other museums, Power Center, Hill Auditorium and other performance venues, Michigan Union, Michigan League).
   - Plant Operations staff may remove banners that are tattered, faded or torn without notice, as well as those on poles that may show stress from the banner installation.
   - Requester will be responsible for replacement installation costs if requester chooses to replace a damaged banner that has been removed.

3. Exceptions or deviations from these guidelines must be approved by the Associate Vice President for Facilities and Operations.

CHARACTERISTICS OF BANNERS ON LIGHT POLES:

1. Size of banners on pedestrian light poles may not exceed 24" wide x 48" high (see graphic). The minimum banner size allowed will be 24" wide x 40" high. One banner only per pedestrian light pole will be allowed.

2. Size of banners on street light poles may not exceed 30" wide x 72" high (see graphic). The minimum banner size allowed will be 30" wide x 60" high. Not more than one banner per street light pole will be allowed. For street light poles owned by the City of Ann Arbor and/or DTE, requester must also follow the city and DTE’s permitting process.

3. For banners on street light poles, the bottom of the banner must be at 13’ above the bottom of the light pole base (anchorage point). For banners on pedestrian light poles the bottom of the banner must be a minimum of 6'-8" above grade.

4. Banners shall be double sided.

5. Banners shall be made of high quality vinyl, flame retardant canvas, or other flame retardant awning material, with vinyl being the preferred material. Banner material shall be opaque, non-shrinking, water, tear and fade resistant.

6. Requester will supply mounting hardware (including brackets and adjustable pole straps/clamp rings), following specifications approved by Plant Operations. The hardware will be returned to the requester at the end of the approved banner display period.

7. For banners on street light poles, the top arm shall be the fixed type (non-break-away) or the break-away type, self-restoring. The bottom arm shall be the break-away type, self-restoring.

8. For banners on pedestrian light poles, both the top arm and the bottom arm shall be the fixed type (non-break-away).

9. Banner arms shall be temporarily attached to poles with bands or clamps. Poles shall not be drilled or welded for attachment of banner arms. Banners are also secured to the bracket by use of zip ties through the bottom grommet and then through the bracket, to prevent theft and to keep the banners from moving off the pole.
DURATION OF DISPLAY:

1. Approved banner projects will be permitted for display for not more than ten days prior to the event, and will be removed immediately following the event. Exceptions shall be reviewed by the University Planner’s Office and EEDR Committee.

REQUESTER RESPONSIBILITY:

Banner project requesters are responsible for:
1. Developing the design of the banner through a professional designer.
2. Submitting the request with back up materials for review and approval to the University Planner’s Office.
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, if any.
5. Securing appropriate permit from City of Ann Arbor/DTE if placement is on city or DTE-owned street light poles.
6. Initiating and paying for installation and removal of banners through Plant Operations Call Center (647-2059).
7. Delivering finished banners and mounting hardware to Plant Operations for installation.
8. Assuming the cost of removing/replacing damaged or worn banners by Plant Operations.

Facilities and Operations, Updated August 2015

Examples of successful banners combining colorful visual and textual elements

example of banner for college, department, or major unit anniversary
example of banner for special exhibit
example of banner for special event
Request for Banners on Light Poles (except for Health System and Athletics)

Requests for banners must follow the University of Michigan’s “Guidelines for Banners on Light Poles.” Requesters are urged to utilize pedestrian light poles (round globes) rather than street light poles, which are much taller, and which usually require additional approval from DTE.

Requester name: ___________________________ Department: __________________

Phone: _______________ Fax: _______________ E-mail: __________________

Sponsoring Unit (school, college, department, unit): ______________________________

Name of administrator from sponsoring unit approving content of banner: ______________

Phone: _______________ Fax: _______________ E-mail: __________________

Signature of administrator: ___________________________ Date: ___________________

(attach supporting documentation if needed)

Reason/purpose for banner(s): ________________________________________________

________________________________________________________________________

Start and end date of event/promotion: start_____________ end_____________

Number of banners requested (refer to graphic standards for sizes)
   pedestrian light poles: _________ size: ____________
   street light poles (DTE): _________ size: ____________

Location of banners requested (attach map and submit electronically): ______________

________________________________________________________________________

Submit request form, full color proof of proposed banner design and other images electronically to Sven Sawin.

________________________________________________________________________

FOR UPO ONLY:
Request received at University Planner’s Office (date): ___________________________
Reviewed by EEDR for design (date): ___________________________
Approved by UPO (date): ___________________________
   stipulations (duration, location, etc.): ___________________________
Requester notified of decision (via email): ___________________________
Banners for pedestrian light poles (with round globes) – standards for banner size

- standard size will be 24” w x 48” h – this is also the maximum size; banners cannot be smaller than 24” w x 36” h
- materials: high quality vinyl is preferred, but may also use flame retardant canvas, or other awning material; all should be opaque, non-shrinking, water, fade, and tear resistant
- mounting hardware specifications shall include attachment of banner arms with bands or clamps (no drilling of poles), and fixed type arms at the top and bottom; in addition, zip ties need to be provided to secure the banners back to the brackets; black hardware is preferred
- try to avoid putting any graphics on the banner arm pockets
- banners must have grommets and they should be near seams so as not to obstruct path for banner arm
- one banner per pole
- older globe lights (without the metal “frame” at the bottom half of the globe) cannot be used for banners as the poles are not tall enough
Banners for City of Ann Arbor, DTE or university-owned street light poles – standard for banner size (use of city and DTE poles also requires a permit from the city and/or DTE)

30" w x 72" h = maximum size
30" w x 60" h = minimum size

- materials: high quality vinyl is preferred, but may also use flame retardant canvas, or other awning material; all should be opaque, non-shrinking, water, fade, and tear resistant
- mounting hardware specifications shall include attachment of banner arms with bands or clamps (no drilling of poles), and break-away type, self-restoring arm at bottom; in addition, zip ties need to be provided to secure the banners back to the brackets; black hardware is preferred
- try to avoid putting any graphics on the banner arm pockets
- banners must have grommets which should be near seams so as not to obstruct path for banner arm
- one banner per pole

3.5" pole pocket

30" w

drawing not to scale