

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 Review Committee](#) (EERC) 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. Student organizations must use the Diag banner poles; contact the [Student Organization Resource Center](#). For banner requests by Michigan Medicine departments and units for placement within the East Medical Campus and Medical Center Campus, as well as other U-M Health facility locations such as Briarwood, West Ann Arbor, South Industrial, etc., approvals will be issued internally by Michigan Medicine ([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 may be recycled or repurposed into tote bags.

PROCEDURE:

1. Submit all requests for banner display projects, other than those for Michigan Medicine and Athletics to the following (a [banner request form](#) and banner specifications are included in this document):

Planning and Communication Office
Architecture, Engineering & Construction
326 East Hoover Avenue
Ann Arbor MI 48109-1002

Kristi Gilbert
Phone: 734-276-2379
Email: AEC-PlanningAndCommunication@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. Submit the banner request form and include the following:
 - 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. Campus Planning 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. 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 EERC, as advised by Campus Planning.

Location Plan:

- Campus Planning 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. Campus Planning 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 for installation and removal of banners (647-2059). Banners cannot be installed or removed by anyone other a U-M service provider.

GRAPHIC CONTENT OF BANNERS:

Although it is not the intention of the Campus Planning or EERC to censor content, the stated purpose of banners displayed 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 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 Campus Planning for information on pole locations.
 - Banners should be clustered near the building/venue of the event/occasion promoted by the banners.
 - 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).

- Banners that are tattered, faded or torn may be removed 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 42" high (see graphic). The minimum banner size allowed will be 24" wide x 36" 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 and 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 provided specifications. 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 Campus Planning and EERC.

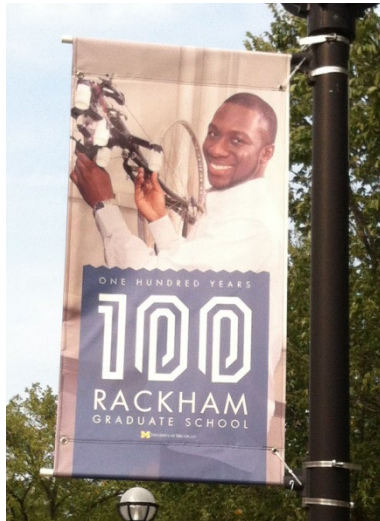
REQUESTER RESPONSIBILITY:

Banner project requesters are responsible for:

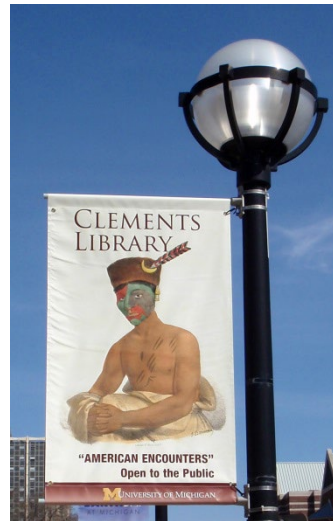
1. Developing the design of the banner through a professional designer.
2. Submitting the request with back up materials for review and approval to Planning and Communication.
3. Making necessary changes to the proposal if requested to do so through the review process.
4. Purchasing the necessary quantity 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 [the Facilities and Operations Service Center](#) (647-2059).
7. Delivering finished banners and mounting hardware for installation.

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 Michigan Medicine and Athletics)

Note: Requesters are urged to utilize pedestrian light poles (round globes) rather than street light poles, which are much taller, and 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: _____

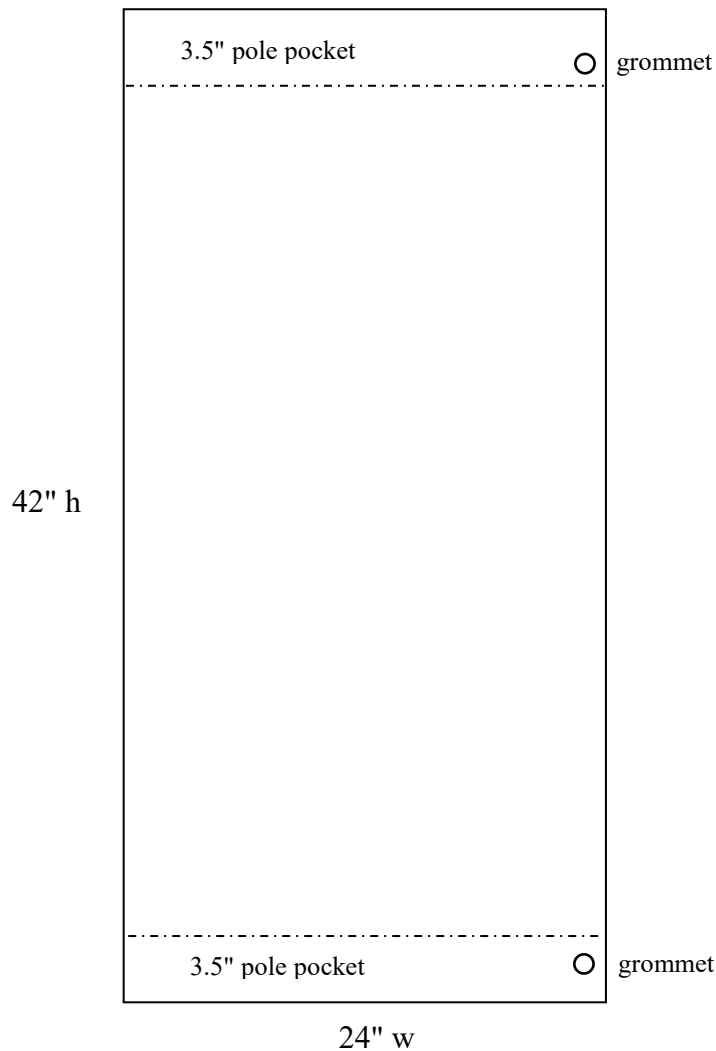
street light poles (DTE): _____ size: _____

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

Submit request form, full color proof of proposed banner design and other images electronically to AEC-PlanningAndCommunication (AEC-PlanningAndCommunication@umich.edu).

Banners for pedestrian light poles (with round globes) – standards for banner size

- standard size will be 24" w x 42" 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



typical pedestrian scale light pole

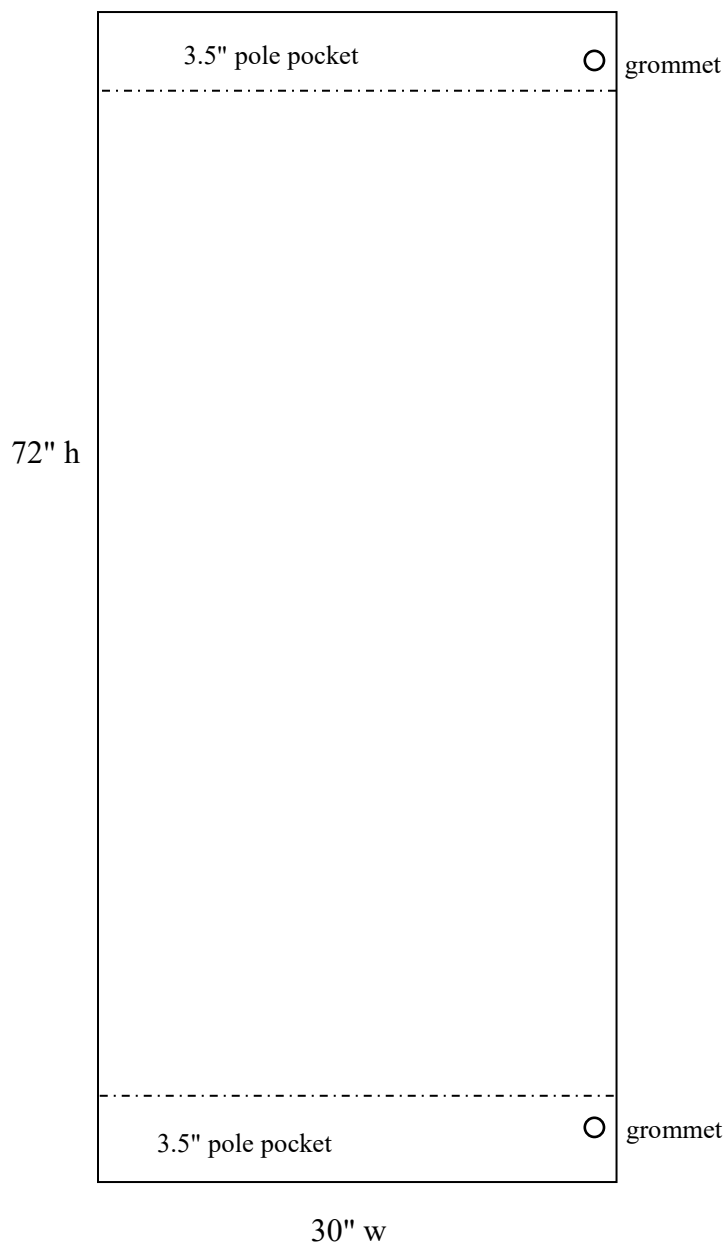
drawing not to scale

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



typical street light pole