

## Iowa State University Banner Guidelines

### **I. In reviewing proposals for all banners, approval by the University Architect and Director of University Marketing will be guided by the following principles:**

- Campus appearance, visual integrity, duration, size, location on campus and physical impact to campus buildings/property will be significant factors in determining whether a banner request is deemed acceptable. Banners visible from Central Campus are not recommended.
- All banner proposals must fully respect the need and strong desire to maintain and preserve an attractive campus environment. Banners shall not detract from the campus environment or negatively impact University architecture and grounds.
- Mounting of banners shall not result in damage to the exterior shell of a university building. The University Architect will be responsible for determining if and what location is approved, as well as method of installation. Not all building locations are suitable or feasible for banners.
- Should any proposed mechanical mounting to a building be approved, the requesting party shall pay for all costs related to the banner mounting, and for any building repairs or restoration required. FPM will bill the unit for installation design services/banner installation, banner removal, and subsequent repairs to the building or grounds as necessary.
- Campus traffic, general safety, and impact on accessibility shall be considered.
- Banners must follow the university's visual identity system and use the university's palette of colors and type fonts. Refer to [www.marketing.iastate.edu/identity/](http://www.marketing.iastate.edu/identity/) Office of University Marketing.
- Approval to use university marks must be reviewed and approved by the university's Trademark Licensing Office prior final banner approval by the University Architect and Director of University Marketing. Refer to the *Trademark Use Form* as found on the Trademark Licensing website.
- Final design of all banners must be reviewed and approved (by the University Architect and the Director of University Marketing) prior to purchase/installation.
- A post-installation review by the University Architect and the Director of University Marketing may be a stipulated requirement for conditional approval to ensure visual integrity is maintained (risk of costs for removal held by the requesting party).
- Approved banner proposals shall be limited to a specific installation date and a specific removal date. One year display maximum.
- Approved banners must be removed shortly after the event as determined by the approved banner request form. Banners that are not removed by the deadline date will be removed by FPM without special notice and at cost to the requesting party.

### **II. Banner examples not permitted (not limited to):**

- As outlined within Article I. – Guiding Principles
- Electric and/or changeable message
- Razor/Feather/Windsocks – all shapes and sizes including ground or building mounted installations and self-weighted free standing base installations
- Inflatables
- Ground mounted frame