

## **Signage Authorization Request**

Installation of all temporary promotional and/or informational signs, banners, and environmental graphics must be approved by the Office of the University Architect, the Office of University Marketing, and the Trademark Licensing Office before proceeding. Not all locations on campus are suitable for signs. The University Architect shall review requests to determine if the proposed location and installation method are acceptable. All signs shall follow the university's brand standards. For information on the university's brand standards, go to [www.brandmarketing.iastate.edu](http://www.brandmarketing.iastate.edu). Signage design services are available through the Office of University Marketing. All signage using names, symbols, graphics, logos, trademarks, or service marks associated with the university must be approved by the Trademark Licensing Office. The approved signage product vendor list is located at <https://www.trademark.iastate.edu/licensees>.

### ***Preparation***

Complete the form on page 2 and provide representational artwork and photos of the installation location with sketches of the requested signage demonstrating the desired installation.

### ***Routing***

#### ***STEP 1 - Office of the University Architect review***

To begin the review/approval process, complete and submit this form and email the completed form to the Office of the University Architect at [uarchoffice@iastate.edu](mailto:uarchoffice@iastate.edu) for review/approval. Upon approval by the Office of the University Architect, proceed to Step 2.

#### ***STEP 2 - Office of University Marketing review***

If approved under step 1, the Office of the University Architect will forward the reviewed form to the Office of University Marketing for review/approval.

#### ***STEP 3 - Trademark Licensing Office review***

If approved under step 2, complete and submit the appropriate Trademark Internal Use form at [www.trademark.iastate.edu/forms](http://www.trademark.iastate.edu/forms).

### Signage Authorization Request Form

Event or Sign Purpose: \_\_\_\_\_

Proposed Location: \_\_\_\_\_

Proposed installation Method: \_\_\_\_\_

Dimensions: \_\_\_\_\_

Quantity: \_\_\_\_\_

Does the artwork include an Iowa State University trademark: \_\_\_\_\_

Yes ☐ / No ☐

Artwork sketch attached: ☐

Install Date: \_\_\_\_\_

Installation sketch attached: ☐

Removal Date: \_\_\_\_\_

or Permanent ☐

Vendor: \_\_\_\_\_

ISU Printing Services: ☐

Approved external vendor: \_\_\_\_\_

Requesting Unit: \_\_\_\_\_

Requestor name and title: \_\_\_\_\_

Request date: \_\_\_\_\_

### Authorizations

#### ***Office of the University Architect***

Comments: \_\_\_\_\_

Approved : ☐

By: \_\_\_\_\_

Date: \_\_\_\_\_

Not approved: ☐

Review not required: ☐

#### ***Office of University Marketing***

Comments: \_\_\_\_\_

Approved : ☐

By: \_\_\_\_\_

Date: \_\_\_\_\_

Not approved: ☐

Review not required: ☐

#### ***Trademark Licensing Office***

Review not required: ☐