



## CAMPUS POLE BANNERS INTERNAL PROTOCOL

February 3, 2016

### Background and Purpose:

Campus pole banners are in limited supply and reserved primarily for institutional brand messaging. From time to time inventory does become available and various departments at UBC have expressed interest in using the campus pole banners to help communicate their initiatives. Due to the high visibility of these banners, their limited supply and the important role they play in animating the public realm of the university, a protocol has been created to govern access to the pole banner inventory.

UBC is recognized as one of the world's leading universities and the campus environment plays a big part in projecting the appropriate image for the university to members of the campus community and visitors alike.

Historically, management of campus pole banners has been ad hoc, falling to different groups to coordinate on a piecemeal basis. Recently, more groups, faculties and administrative units have expressed interest in using campus banners as a communication channel creating competition for the few spaces available.

Therefore various stakeholders from Communications & Marketing; Campus and Community Planning; Building Operations and Ceremonies and Events met, discussed and approved the following internal protocol as guidance for managing access to campus pole banners.

For clarity, this internal protocol is only applicable to campus pole banners and is not intended to apply to:

- any commercial use of UBC trade-marks by third parties as set forth in Policy #110 (Third Party Use of University Trademarks)
- any internal use of UBC trade-marks by academic and administrative units as set forth in Policy #94 (Visual Identity)
- indoor or outdoor floor decals (managed by Campus and Community Planning, "public space booking")
- internal or external temporary campus posters as addressed in Policy #120 (Posting of Notices, Posters and Signs")

### Guiding Principles:

1. Only faculties and administrative units of UBC have access to the campus pole banner inventory
2. Priority will be given to enterprise-wide messages and initiatives (e.g. UBC brand, Graduation)
3. Banner messages and designs must be of a high standard as befitting UBC's status and reputation
4. Commercial content such as corporate logos, messages or offers are prohibited



5. Uniformity of pole banner creative and messaging is to be preserved within each of the five pole banner zones with preference for one design and message across campus where possible
6. Faculties and units must cover the costs for banner design, production, installation and removal
7. UBC reserves the right to temporarily remove banners for the purposes of filming or other obligations

#### **Example Costs:**

UBC does not charge for campus pole banner “space”, but there are costs associated with the design, production, installation and removal of the banners. Costs vary; the numbers below are only a guide:

- Design: \$300 - \$1,000 (for one design using a third party vendor)
- Printing: \$100/per banner
- Installation/removal (through UBC Building Operations only): \$49/per banner. Note: depending on what other banners have been scheduled, a man-lift may be required with a daily cost of \$300.

#### **Internal Protocol:**

1. Only UBC faculties or administrative units can apply for campus pole banner space
2. Those applying for pole banner space should acquaint themselves with the Guiding Principles and Example Costs as set out in the Protocol.
3. Applicants must fill out the Pole Banner Application Form and send to [comm.marketing@ubc.ca](mailto:comm.marketing@ubc.ca).
4. Communications & Marketing will review the application and determine its fit with the guiding principles and other applications for the space.
  - (a) Communications & Marketing may consult with other stakeholders such as Campus & Community Planning and Ceremonies and Events in prioritizing applications for banner space.
5. Communications & Marketing will inform applicants of the status of their request – approved, rejected or an alternate time period suggested.
6. Communications & Marketing will supply Building Operations with the details within the Banner Application Form for scheduling.
7. Successful applicants must submit proposed creative for the campus pole banners (pdf, jpeg, Illustrator or InDesign file formats only). Communications & Marketing reserves the right to reject banner creative or request changes to the proposed creative based on the grounds of:
  - (a) Contravening UBC brand visual identity standards
  - (b) Contravening UBC’s Respectful Environment Statement



- (c) Inclusion of third party logos or content
  - (d) Quality of the creative not being suitable for a tier-one institution
8. Communications & Marketing signs off final banner creative artwork and notifies applicant
  9. Applicant sends final artwork to banner print shop
  10. Print shop sends printed banners to Building Operations' warehouse for installation (minimum seven business days in advance of the banner installation date).

At the end of the posting, the Applicant is responsible for retrieving the pole banners from Building Operations no later than two weeks after the scheduled posting ends. Applicants should consider sustainability when planning how to dispose of the banners. Banners are popular as promotional items and can be turned into merchandise such as carrier bags. Communications & Marketing has a list of vendors who can help turn banners into promotional merchandise if desired.



**UBC POLE BANNER APPLICATION FORM**

*This form is to be completed by Applicants in accordance with the internal Campus Banner Protocol.*

**Please complete this form, scan and send to [comm.marketing@ubc.ca](mailto:comm.marketing@ubc.ca)**

Name and title of Applicant: \_\_\_\_\_

Phone and Email: \_\_\_\_\_

Applicant Signature: \_\_\_\_\_

Applicant / Faculty or Administrative Unit Name:  
\_\_\_\_\_

Event or message being promoted on the pole banners: \_\_\_\_\_

Desired Locations (Refer to Pole Banner map). Please check boxes for Zones requested and note the total number of banners and their sizes.

**Zone 1**  (88 banners:4@32x60"+ 84@35x62") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

**Zone 2**  (44 banners: 18@32x60"+ 26@35x62") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

**Zone 3**  (40 banners@35x62") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

**Zone 4**  (12 banners @ 24x60") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

**Zone 5**  (18 banners @ 32x60") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

**Zone 6** (Wesbrook Village)  (21 banners @ 32x80") Dates Requested: From: dd/mm/yyyy To: dd/mm/yyyy

Banner Artwork / Design (please check the box that applies to your submission):

Attached  To Follow

Desired Installation Date: \_\_\_\_\_ Removal Date: \_\_\_\_\_

No. of Days in total \_\_\_\_\_

If this application is approved, the Applicant faculty/unit agrees to pay 100% of the pole banner installation and removal cost, and; to pay 100% for banner printing and replacement banners should they be required due to damage or theft. Communications & Marketing must approve all banner creative/artwork prior to final approval.

Communications & Marketing Approval Name/Date/Signature

\_\_\_\_\_



### Flagpole Banner Map

