Title: Denver Campus Posting, Announcement, Sign, Art and Display Procedure and Approval Process

Source: Associate Vice Chancellor for Budget and Finance

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Applies: CU Denver Campus

A. Introduction

University of Colorado Denver I University of Colorado Denver is committed to providing a safe, attractive, professional, and well maintained environment for faculty, staff, students, and visitors. To that end, procedures and approval processes have been established for the campus concerning the use of postings, announcements, signs, art and other displays within buildings, outside buildings and in areas adjacent to all University facilities that are visible to the public and located in public spaces. At the Denver Campus, buildings and grounds owned or managed by the University are covered by this policy, including but not limited to the Lawrence Street Center, CU Building, Business School, the Annex, the CU athletic fields, Student Commons Building, and the North Classroom Building, all referred to as the University; all other buildings are covered by Auraria Campus policies from AHEC website at http://www.ahec.edu/policies/Policy%2027%20-%20Campus%20Signage.pdf.

B. Policy Statement

The University has established the following procedures to help ensure the safety of our faculty, staff, students, and visitors and maintain a professional appearance in and around all buildings owned or managed by the University. Posting procedures may vary based on the particular building, its layout, and the function(s) of the facility. This policy governs the posting of information within and around the University facilities that are visible to the public and located in public spaces as defined below for purposes of this policy. Due to the potential fire safety hazard, Facilities Management staff will remove unauthorized postings, announcements, signs or displays. In order to prevent unauthorized postings on the campuses, the following procedures have been established.

C. Definitions

1. Public Area(s): Only for purpose of this policy, public areas are buildings and areas that are frequented by faculty, staff, students and/or visitors or are visible to the public. Spaces within a building, not so designated, are to be controlled exclusively by a department. All Outside Areas are considered public areas for purposes of this policy.

2. Departmental Area(s): Spaces controlled by one work department or work unit.

3. Private Suites/Offices: Spaces controlled specifically by an individual or small group of individuals. A department may choose to control decisions pertaining to these types of spaces.
D. All Submittals and Requests
1. Students, staff and faculty shall contact Facilities Management Office at 303-315-7777, DenverCampusPosting@ucdenver.edu for questions and approval for all requests at the university. Facilities Management will forward the appropriate information and requests to the CU Denver Signage Posting Committee for review.

2. All requests should include sufficient information including, but not limited to, verbal description, photo shop pictures, location (description and floor plan), actual posting or sign, etc. The more information the committee has to review to make a decision would minimize or eliminate delays in the committee’s response.

E. Posting of Flyers, Signs and Notices

1. Approval process
   a. All postings, signs and notices require approval from Facilities Management and shall be related to the mission of the university and/or needs and interests of its students and faculty.

   b. A university committee consisting of the associate vice chancellor for Facilities Management, associate vice chancellor for Budget and Finance, vice chancellor of University Communications, and the associate vice chancellor for Student Affairs and/or other designees, have oversight of this policy and implementation.

   c. The tack boards on the first and second floors at Student Commons are controlled and monitored by the Lynx Center and the Learning Resource Center, respectively. All postings on these tack boards must be approved by these groups.

2. Only postings that are mission related are allowed. A mission related announcement is one that is in connection with the education, research and community service missions of this institution that are sponsored by faculty, staff or recognized student organizations.

3. Postings must be non-offensive, that is, they should not include language inciting imminent lawless action, threats of imminent bodily harm or injury to others, unlawful harassment, obscenity, or defamation.

4. Postings are normally limited to a 30-day maximum, unless Facilities Management given an extension.

5. Postings must include the following:
   a. Date flyer posted
   b. Sponsoring entity’s name and contact number
   c. Approval by Facilities Management for posting through specific date (after which it will be removed)
   d. The required information can be handwritten and stamped in a non-obtrusive manner to maintain the appeal of the flyer or poster

6. Once approved, flyers, signs and notices are returned to their proposer for posting, except for elevator postings, which are placed by Facilities Management.

7. The use of tape, nails or fasteners that damage paint or other wall surfaces for posting signs or flyers is prohibited.
8. Posting shall be placed in display cases, existing poster/flyer holders or on bulletin boards, NOT doors, windows, walls, etc. Most buildings have designated locations for posting of flyers. Facilities Management will post flyers and notices in elevator display holders.

9. Posting shall be removed by installer in a timely manner. The posting must be removed either the day of or the day after the event. Elevators postings will be removed by Facilities Management.

10. At the beginning of each semester, the Office of Student Affairs will send out notification on this policy to students, staff, and faculty.

F. Monitor Advertising
1. Monitor ads are limited to CU Denver and/or Auraria Campus-related content only. Advertising of off-campus, for-profit or retail services is not permitted.

2. All advertising content must be tasteful and supportive of CU Denver’s mission and brand.

3. Proposed ads must be submitted to the CU Denver Signage and Posting committee no less than 45 days in advance of the posting date.

4. Monitor ads will be updated monthly, on or near the 1st business day of the month. Ads will be installed and maintained by Technology Support Services.

5. Approved ads may run for no more than two concurrent cycles (2 months).

6. A maximum of 12 ads will be displayed per monitor, per cycle. The same ads will run on all available monitors; limiting ad content to specific monitors is not permitted.

7. Ads must be submitted in JPEG file format, at a resolution of 1920 x 1080 pixels. Ads submitted in other formats or sizes will not be accepted.

G. Procedures for Posting Large Signs, Art, Banners and Longer-term Postings

1. Signs and displays that are in public areas such as lobbies, entryways, or exterior to a building require additional steps for approval. This requirement is for larger displays on easels, hanging from the rafters, etc.; NOT for items located in display cases. For banners, displays, art, longer term postings or other larger items placed in public view the following applies:
   a. Requestor submits concept for approval to the Facilities Management office which will forward the request to the committee in care of the associate vice chancellor for Budget and Finance for review and either to approve, seek additional information, or reject the request. This process includes a review for building code and fire and life safety regulations.

   b. Any permanent signs require submittal to the resident architect by the committee for review and suitability. The architect makes recommendations including possible locations to the committee for their consideration.

2. The use of easels in buildings is discouraged (for reasons of pedestrian safety). Signs on easels may be used for way finding on the day of the event and must be removed.

3. Window cling signs may only be posted in first floor windows. They may be displayed for no more than 60 days and new window cling signs may not be posted in that location until 6 months after the prior window cling signs were removed. These signs must be approved by the committee.

4. Attaching postings/flyers to external monument signs is strictly prohibited. This may interfere with the way finding process on campus. Schools and departments with large/regular events with
outside guests may purchase and set up temporary (same day) directional/way finding signage. Contact Facilities Management for landscaping/wayfinding for guidance and approval.

5. Personal advertisements may only be posted on designated bulletin boards located within a suite or department.

6. Facilities Management staff may remove all unauthorized postings from any walls, windows, elevators, doors, etc. This will include displays and signs inside, outside, and adjacent to buildings or landscaped areas and any posting that does not meet the requirements of this policy.

7. A department may choose to control decisions pertaining to private suites/offices/spaces under its control and may establish guidelines for such use.

H. Large Permanent Signs Visible to the Public

All large permanent signs visible to the public require approval by the committee and may also require approval from the resident architect and the appropriate design review board.