

CAMPUS POLE BANNERS INTERNAL PROTOCOL

UPDATED 2020

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 Brand and Marketing, Campus + Community Planning, Building Operations, and Ceremonies and Events 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 UP6 (Third Party Use of University Trade-Marks)
- any internal use of UBC trade-marks by academic and administrative units as set forth in Policy GA7 (Brand Identity)
- indoor or outdoor floor decals (managed by Campus + Community Planning, "public space booking")
- internal or external temporary campus posters as addressed in Policy UP8 (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: \$100-1,000/per banner
(depending on the quantity being printed)
- Installation/removal: \$51/per hour
(2-3 banners can be installed per hour)
Installation and removal *must* be done by UBC Building Operations. 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 (below) and send to comm.marketing@ubc.ca
- 4 Brand and Marketing will review the application and determine its fit with the guiding principles and other applications for the space
 - a Brand and Marketing may consult with other stakeholders such as Campus + Community Planning and Ceremonies and Events in prioritizing applications for banner space
- 5 Brand and Marketing will inform applicants of the status of their request — approved, rejected or an alternate time period suggested
- 6 Brand and 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). Brand and Marketing reserves the right to reject banner creative or request changes to the proposed creative based on the grounds of:
 - a Contravening UBC brand identity rules
 - 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 Brand and 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. Brand and Marketing has a list of vendors who can help turn banners into promotional merchandise if desired.

UBC CAMPUS POLE BANNERS INTERNAL PROTOCOL

UBC POLE BANNER APPLICATION FORM

Please complete this form, scan and send to comm.marketing@ubc.ca

NAME AND TITLE OF APPLICANT: _____

FACULTY OR ADMINISTRATIVE UNIT NAME: _____

PHONE AND EMAIL: _____

EVENT OR MESSAGE BEING PROMOTED ON THE POLE BANNERS: _____

DESIRED INSTALLATION DATE: _____

DESIRED REMOVAL DATE: _____

DESIRED LOCATIONS

Please check boxes for Zones requested (refer to map on next page) and note total number of banners and their sizes.

- ☐ Zone 1 Main Mall (71 banners in total: 4@32x60" + 67@35x62")
 - ☐ Zone 2 University Boulevard (47 banners in total: 26@32x60" + 21@35x62")
 - ☐ Zone 3 Trolley Bus Loop (40 banners: 35x62")
 - ☐ Zone 4 Crescent Road (12 banners: 24x60")
 - ☐ Zone 5 Marine Drive (18 banners: 32x60")
 - ☐ Zone 6 Wesbrook Mall (14 banners @ 32x80")
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BANNER ARTWORK / DESIGN

Please check the box that applies to your submission.

- ☐ Attached to submission
 - ☐ To follow
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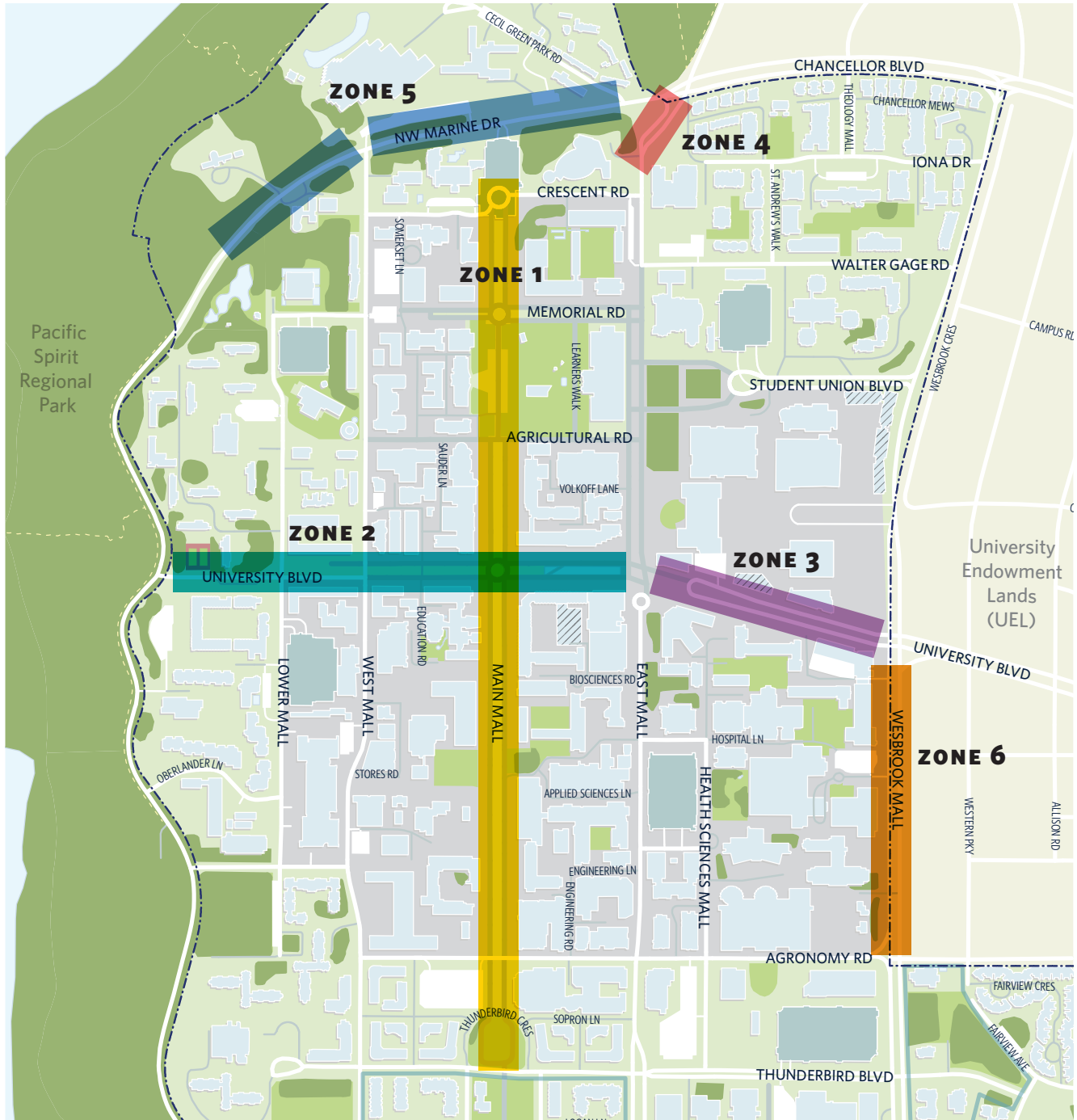
If this application is approved, the applicant faculty/unit agrees to pay 100% of the pole banner installation and removal cost, and to pay 100% for banner printing and replacement banners should they be required due to damage or theft. Brand and Marketing must approve all banner creative/artwork prior to final approval.

APPLICANT SIGNATURE _____

DATE _____

BRAND AND MARKETING APPROVAL — NAME AND SIGNATURE _____

DATE _____



UBC Banner Map

- Zone 1: Main Mall
- Zone 2: University Blvd
- Zone 3: Trolley Bus Loop
- Zone 4: Crescent Road
- Zone 5: Marine Drive
- Zone 6: Wesbrook Mall