

# PROCESS & APPROVAL

## TEMPORARY BANNERS

### PROCESS

1. Client review policy [UW-6036 "Banners"](#) and the "Temporary Banners" section of the UW-Madison Exterior Signage, Graphics, and Wayfinding Standards document.
2. Client submit a FP&M Temporary Banner & Sign Request form to Physical Plant Customer Service.
3. Client coordinate with CPLA to determine the banner location(s), size, type, time of display, mounting methods, graphics, materials, and cost estimates.
4. CPLA draft banner site plans and solicit banner cost estimate for client review. Client begin banner graphic design. CPLA will provide design feedback.
5. When banner design and site plan are finalized, CPLA and Physical Plant Customer Service will secure required approvals.
6. Client will submit quote to vendor and manage payment after all FP&M approvals secured. Banners will be shipped to CPLA office.
7. CPLA and client coordinate banner installation with Physical Plant. For large banner quantities, an outside contractor will be hired for installation and take down.
8. Client monitor posted banner(s) and submit work orders as needed for damaged or lost banners (including hardware) and ensure they are properly secured.
9. Client submit Physical Plant work order for banner removal at least two weeks prior to end of scheduled banner posting time.

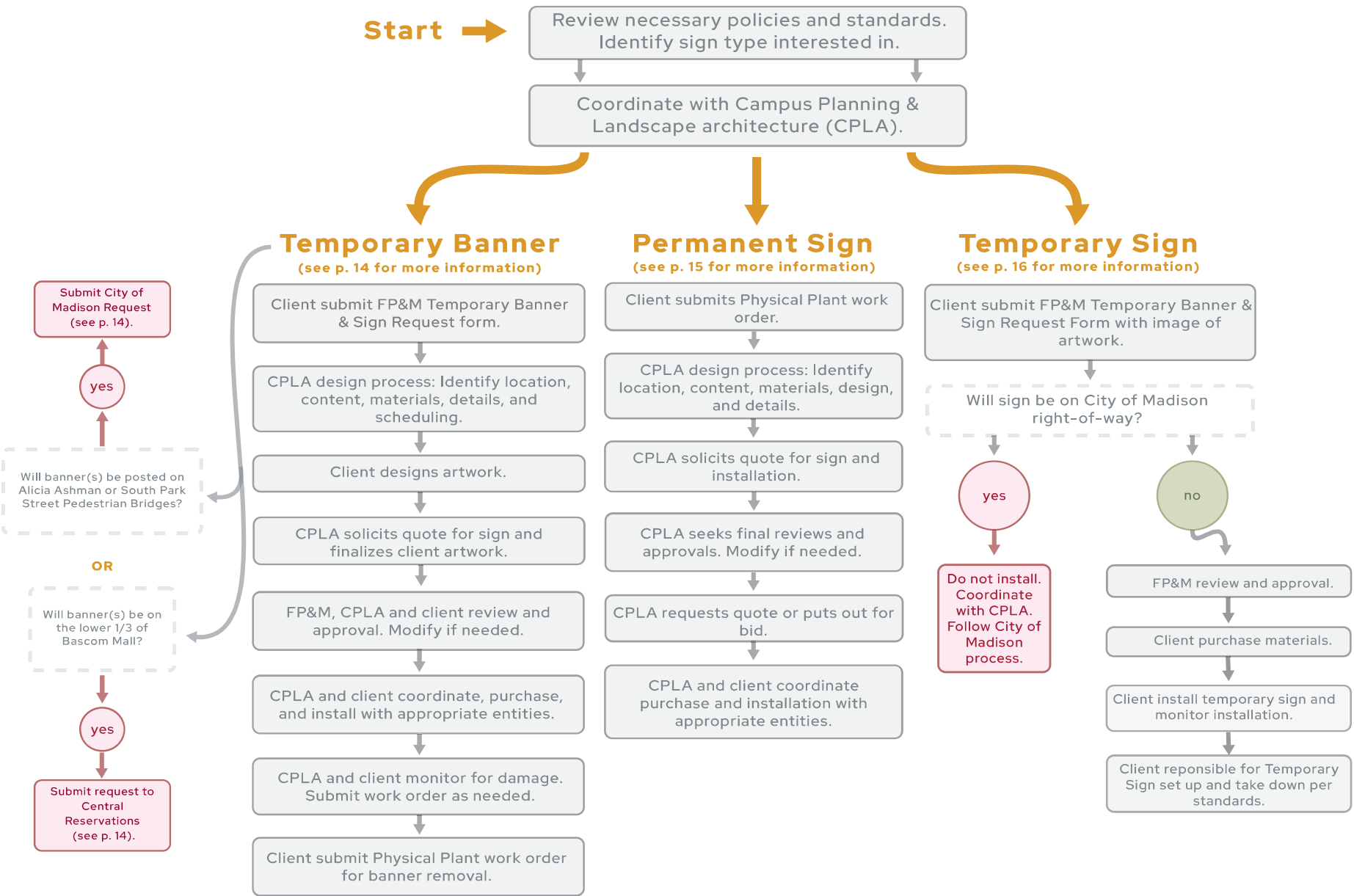
### APPROVAL

1. FP&M review and approval is required for:
  - All banners on UW-Madison property and all UW-Madison affiliated banners within the Campus Development Boundary.
  - Interior installed banners and graphics with the intent and/or ability to be viewed from the exterior will be treated as exterior signage and follow the same policies and standards.
2. UW Marketing approval required for:
  - Banners on poles at top of Bascom Mall and on Bascom Hall are exclusive to UW Marketing. Includes banner graphics, materials, display schedule, mounting methods, and locations. Physical Plant will do installation.
  - Banners and temporary signs on the lower 1/3 of Bascom Mall. Also see [UW-Madison Facility Use Guidelines, Section G-2](#) and submit request through Central Reservations.
3. City of Madison approval required for:
  - Banners on City of Madison light poles, including those within Campus Development Boundary (Banners of this type are prohibited).
  - Banners on Alicia Ashman Pedestrian Bridge and South Park Street Pedestrian Bridge. Consult City of Madison Building Inspection Division.

### FUNDING

Unit making the request will bear all costs including but not limited to: banners and hardware, graphic design fees, shipping, installation, take down, replacements, maintenance and repairs, and any damage to structure banner was attached to (typically building facade or light pole).

# REQUEST PROCESS FLOWCHART



# EXTERIOR SIGN TYPES

## T1 | TEMPORARY BANNER

### DEFINITION

Temporary visuals or graphics publicly displayed on light poles, building facades, or structures.

### FUNCTION

- Provide opportunity for UW-Madison units to promote affiliated events and activities on campus.
- For UW-Madison units to celebrate significant anniversaries and landmark achievements.
- Celebrate the culture and diversity of campus.

### APPROVAL

- See "Process & Approval" section, page 14.
- Entities not affiliated with UW-Madison are prohibited from posting banners on UW-Madison property.
- Complete and submit Temporary Banner Request form.
- Client will provide "End-of-Life" plan for banner materials.

### LOCATION

- Banner location priority is first come first serve basis on receipt of Temporary Banner Request form and cannot be reserved more than one year in advance. Campus wide banner installations and those with 30 or more may require longer lead times.
- Banners on City of Madison and Village of Shorewood Hills light poles are prohibited.
- Mount to designated, UW-Madison owned buildings, structures, and light poles.
- Locate and fasten to not cause facility damage or create safety hazard.
- Respects the architecture and site.
- Bascom Hall and Bascom Mall are not available for general campus requests.
- Contact UW Marketing and make request through Central Reservations for displays on the lower 1/3 of Bascom Mall (The bottom lawn panel bounded by the adjacent sidewalks). Also see UW-Madison Facility Use Guidelines, [Section G-2](#).

### PROHIBITED

- Ground mounted banners (excluding Feather banners)
- Buildings and structures on the National Register of Historic Places or designated as a landmark
- North Park Street Pedestrian Bridge at Bascom Hill
- Camp Randall Memorial Park
- The Memorial Union building

### CONTENT

- Decorative in character and informative in function.
- Reflect UW-Madison's reputation as a world class teaching and research institution.
- Restricted to themes that represents UW-Madison
- Follow UW-Madison policies and standards. Consult UW Policy Library and UW Marketing.
- Reference UW Marketing standards.

### PROHIBITED

- Advertising
- Corporate, business, and sponsor logos

### MATERIAL & DESIGN DETAILS

- **Light Pole Banner Sizes:** 48"h x 30"w. Double sided. 36"h x 18"w banner size for pedestrian focused areas such as East Campus Mall. Double sided
- **Building Mounted Banners:** Size varies based on architecture and site. Single sided with grommets every 24".
- **Material:** 21oz vinyl, pockets top and bottom, 2 grommets. Use PVC free material whenever possible
- UV resistant ink
- Light pole banner hardware will be powder coated matte black
  - 1.5" diameter aluminum arms, 0.30" long. Threaded one end
  - Cast aluminum brackets
  - Black arm caps
  - Black stainless steel straps and black heavy duty zip ties

### SCHEDULING

- Banners will be displayed up to 14 consecutive days.
- Display time lengths that vary from the policy requires additional client justification and approval from Campus Planning & Landscape Architecture on a case by case basis and do not provide justification for other similar exceptions.
- A UW-Madison department or unit wanting to celebrate a significant anniversary may request a banner posting duration up to one year. Banner graphics need to reflect the anniversary.
- Banners will be removed within 24 hours of the posting dates concluding and requires an additional Physical Plant work order placed by the requester.

# EXTERIOR SIGN TYPES

## T1 | TEMPORARY BANNER

### FEATHER BANNER

- Complete and submit Temporary Banner Request form.
- Temporary installations posted for no more than 7 consecutive days.
- Located adjacent to the event or activity being promoted.
- No more than one feather banner per site or in view of another.
- Installations are for promoting UW-Madison events and activities only.
- Ground mounted installation, vertically oriented, in lawn areas only. Client must call Diggers Hot-line prior to installation.

### PROHIBITED

- Doubling up with other temporary signage (one per location)
- Anchoring into concrete or other hardscapes
- Located under trees