

## **IU Kokomo Signage and Publicity Policy**

### **Scope**

This policy is specific to the Indiana University Kokomo campus and it applies to the entire campus and any external constituents that wish to promote their events on the Kokomo campus.

### **Rationale**

The purpose of this policy is to keep campus constituencies informed about events, services, and mandatory postings in a organized and consistent manner. Guiding principles in the development of this policy include: 1) Reduction in the amount of flyers/posters in the hallways of the campus buildings, 2) Better organization of information for the campus community, 3) Recognition that no single channel of communication/publicity is going to reach all constituencies, and 4) Allowance for creativity of those who are trying to promote their events/services/etc.

### **Policy Statement**

Unless otherwise specified in this policy or other university policies, use of Indiana University resources is restricted to purposes related to the university's mission of research and creative activity, teaching and learning, and civic engagement. Use of Indiana University trademarks, including various names, indicia, designs, and symbols, associated with Indiana University and all campuses must adhere to the Visual Identity Guidelines established by Indiana University. These guidelines can be found at [www.visualidentity.iu.edu](http://www.visualidentity.iu.edu). The local campus should be referred to in print as IU Kokomo or Indiana University Kokomo.

### **Procedures**

1. All print communications must be approved by the appropriate office noted below and stamped with the date the posting is to be removed. These offices reserve the right to place the signs themselves. These offices reserve the right to reject any postings that are deemed to be offensive or inappropriate, or in violation of state or federal law or Indiana University policies.
  - a. Office of Student Activities – registered student organization related postings
  - b. Office of Academic Affairs – academic/course related postings
  - c. Office of Communications and Marketing – campus-wide communications and external event-specific postings
2. The individual posting materials is responsible for the removal of the posting
  - a. In general there is a two week posting rule. Postings should not go up prior to 2 weeks before an event (approving department may make exceptions)
  - b. Date oriented materials are to be removed within one business day after completion of the promoted event.
3. Following is a listing of permissible posting categories
  - a. Events
    - i. Campus
    - ii. Community
    - iii. Single Occurrence Events
    - iv. Multiple Event Listings
  - b. Campus-wide Communications
  - c. Student Elections
  - d. Mandated Announcements
  - e. Course Related Postings
  - f. Approved campus entities sponsoring fundraisings or sales activities

4. Classified ads or postings are not permissible.
  - a. Definition – Offering for sale or for free a product or service by an individual or business entity.
  - b. The University community will be directed to the classified section on OneStart and the student newspaper
  - c. Community members will be directed to the student newspaper
5. Specifications for most postings:
  - a. Maximum number of signs is 20 , with no more than one per bulletin board or tack strip.
  - b. Maximum size is 8.5 x 11 inches; special exception may be granted by authorizing department.
  - c. Must use blue painters tape on allowed walls, and thumbtacks on bulletin boards and tack strips.
  - d. All tape should be on the back of the flyer with none appearing on the outside of the flyer.
6. Allowed Locations for most postings:
  - a. Bulletin boards in all buildings, labeled for Campus or Public use
  - b. Metal strips and tack strips in all buildings
  - c. Restrooms in all buildings inside stall doors
  - d. Elevators in all buildings only on tack strips
  - e. Inside study lounges (on concrete walls) in all buildings
  - f. Faculty and staff hallways/doors with permission (absolutely no covering of windows in doors of offices)
  - g. Designated Concrete walls in Kelley Student Center
7. Specialized types of postings:
  - a. Temporary yard signs within the Quad
  - b. Table tents in Kelley Center and Student Lounges
  - c. Sidewalk Chalk
    - i. Approved users may use sidewalk chalk to promote events
    - ii. Can only be used in locations where it can be easily removed
    - iii. Can be done up to 24 hours prior to the beginning of the event
    - iv. Must be removed by the group promoting the event within one business day after completion of the promoted event
    - v. Must obtain permission from the appropriate department referenced above.
  - d. Banners that are temporary and event specific may be hung in the Kelley Center with approval of the appropriate department referenced above.
8. Locations Not Allowed
  - a. Exterior walls of all buildings
  - b. Stairwells of all buildings
  - c. Entrance doors/windows
  - d. Cars/vehicles
  - e. Drywall and wallpaper surfaces in all buildings
  - f. Sidewalks and floor surfaces(flyers)
  - g. Alumni Hall
9. The campus administration reserves the right to post signs to facilitate campus operations.

This statement was approved by IU Kokomo Administrative Council on November 20, 2013.