



SLCC Campus Banner Guidelines

Updated April 2016

The following banner guidelines are established to assist SLCC departments and organizations in promotional efforts and to support the College's overall brand identity.

Content, Design and Approval

Banner messages are designed to advance the mission of the College and should be aligned with the core themes of the institution. All messaging will go through a review and approval process facilitated by Institutional Marketing & Communications and will be approved based on the following criteria:

- Communications are related to welcoming new students
- Communications are related to institutional successes, including commencement
- Communications support enrollment activities
- Communications are related to vision, mission and values of the institution
- Communications promote institutionally approved events
- Communications reflect the College's brand identity and include approved SLCC logo
- Banners meet the standard size for pole locations: horizontal post 90" x 32", vertical pole 24" x 48"
- The banner is maintained in good condition (worn or out-of-date banners may not be posted).*

IMC will maintain the schedule for installation and work with FIXIT to fulfill requests. Maps and schedule of available poles/posts for hanging banners are posted at www.slcc.edu/institutionalmarketing/guidelines

To request approval and design services, contact the Institutional Marketing & Communications department at [801-957-4777](tel:801-957-4777) or sharlee.smith@slcc.edu.

Print Production

SLCC Printing Services is the preferred vendor for print production of on-campus banners. When design files are approved by IMC, they will be sent to Printing Services for production.

Scheduling Installation/Removal

- The requesting organization works with the Institutional Marketing & Communications office to schedule posting dates and locations for banners.
- The Facilities department will pick up, hang, remove, and return banners to departments for storage. Banners with an expired date will be recycled at the request of the department.
- Banners will be approved for display for a specified and limited length of time, after which they must be removed. Two months is the maximum time for posting any one organization or promotion.
- Maximum number of pole banners displayed by one organization cannot exceed one-fourth of poles on campus. Post banners cannot exceed four at Taylorsville Redwood campus, and one at all other campus locations.
- Banners promoting specific event dates must be removed within two (2) days following the event.

*Banners determined by IMC or Facilities to be worn, torn, faded, soiled or otherwise defaced will be removed and the organization will be notified.

Banners and signs posted in conjunction with SLCC Student Life & Leadership events and SLCCSA Student Elections must follow guidelines provided through the SLCC Student Association. Pick up a copy of student guidelines in STC 124 or call 801-957-4134.