POLE BANNERS 2.0

UC San Diego Pole Banner Policy Update  
September 2019
Objective for today.

- Share the new pole banner policy with Marketing Council to ensure it is clear and adoptable.
- Identify any uses for pole banners that are not currently covered.
“… the university is in the midst of a major transformation. Walk through campus and you can’t miss the physical changes that are coming to life. Beyond the new buildings, there is an intellectual and cultural transformation underway that is reenergizing the student experience and sparking breakthrough research and innovation. The campus is on its way to becoming a true learning-living environment and a destination for art, culture, recreation, and world-class patient care.”

—The Strategic Plan
Why brand compliance matters:

A consistent look and feel creates a positive association and builds trust among new visitors to campus. Subtle differences in the way a brand presents itself creates a disjointed experience and subconsciously erodes the brand’s value.
Our goal:

Support the goals of the Strategic Plan and the campus transformation by implementing a clear purpose and consistent look and feel for pole banners—while still allowing individuality.
POLE BANNER POLICY (DRAFT)
Purpose:

Pole banners should create a sense of place by promoting:

- Campus brand
- Signature events (Homecoming, department anniversaries, etc.)
- Wayfinding (Price Center, RIMAC, the colleges, etc.)
Locations:

- Pole banners are permitted in certain zones on campus (map will be available online). Request for placement on unidentified light posts will be considered on a case-by-case basis.
- Preference for placement on poles near certain buildings will be given to the occupants or scheduled users of those buildings.
Design:

- Use templates provided by Creative Services and Publications for “event” and “wayfinding”.
  - Small (for 15’–18’ poles)
  - Large (for 20’+ poles)
- Must adhere to UC San Diego brand guidelines.
Duration:

• Installation will be for a predetermined time:
  - Six weeks with a two-week extension if space is available
• Banners that are tattered, faded, or torn may be removed without notice.
Process:

1. Request: Submit the form on brand.ucsd.edu at least eight weeks prior to desired installation date.
2. Review: The request will be reviewed by Creative Services and Publications for space availability and appropriateness of:
   - Purpose
   - Design
3. Response:
   - Approval granted
   - Approval with modifications
   - Rejected for reasons listed
4. Implementation: Submit work request to approved vendor.
Rollout:

• Circulate policy among campus stakeholders: October 2019
• Finalize policy, process, and design template: November 2019
• Launch web page and location map: December 2019
• Implement: January 2020

All existing pole banners will be assessed for compliance by January 2020 in preparation for UC San Diego’s 60th anniversary celebration.