



THE UNIVERSITY OF WINNIPEG

POLICY TITLE: Posters, Banners, and Temporary Signs Policy
EFFECTIVE DATE: March 2019
APPROVAL BODY: University Administration

POLICY PURPOSE

1. Purpose of the Policy

- 1.1. The purpose of this Policy is to establish the principles and parameters for campus distribution of Posters, Banners, and Temporary Signs in order to maintain a safe, clean and respectful environment.

APPLICABILITY

2. Jurisdiction

- 2.1. This Policy applies to any group or individual who wishes to place or distribute a Poster, Banner, or Temporary Sign on the University of Winnipeg Campus.

RESPONSIBILITY

The Vice-President, Finance and Administration, is responsible for the development, administration, and review of this Policy.

KEY DEFINITIONS

For the purpose of this Policy, the following definitions apply:

Banners: Large vinyl or paper-based signs that are normally adhered to walls, hung from ceiling rafters, or attached to railings, and used to promote a service, product, activity, or message.



THE UNIVERSITY OF WINNIPEG

UW Community: Refers to students, employees, anyone holding a University appointment, post-doctoral fellows, visiting scholars, contractors, volunteers, students of the Collegiate, members of the Board of Regents and Senate, and anyone who resides on University property.

Posters: Any placard, bill, or announcement consisting of paper product used to promote a service, product, activity, or message.

Temporary Sign: Any type of non-permanent sign used to convey situation-specific information, normally related to maintenance, directions, or changes in operation.

POLICY ELEMENTS

3. Principles

- 3.1. All Posters, Banners, and Temporary Signs shall be compliant with the guidelines set out in Appendix A and with all University policies including, but not limited to, the Respectful Working and Learning Environment Policy, and the Campus Advertising and Corporate Sponsorship Policy.
- 3.2. The placement of Posters, Banners, or Temporary Signs should not compromise the safety, cleanliness, or professional appearance of campus spaces.

4. Roles and Responsibilities

- 4.1. The Director of Marketing and Communications is responsible for:
 - a) Setting guidelines for the placement of all Posters, Banners, and Temporary Signs on campus;
 - b) Responding to complaints related to non-compliance; and
 - c) Removing any Posters, Banners, or Temporary Signs that do not meet the requirements of this Policy or the accompanying guidelines.



THE UNIVERSITY OF WINNIPEG

- 4.2. Temporary Signs relating to campus closures or emergency situations, or maintenance and repairs may be posted wherever deemed appropriate by the Director of Marketing and Communications, Security Services, the Safety Office, or Physical Plant.
- 4.3. The Physical Plant Department shall approve the location of bulletin boards and cork strips, and assess damage and cleaning costs caused by improper affixing of Posters, Banners, and Temporary Signs.
- 4.4. Banners shall not be placed on campus except by the Director of Marketing and Communications or delegate. Student Banners may be placed in the Bulman Centre at the discretion of the UWSA.
- 4.5. Ensuring the timely removal of student Posters or Banners in the Bulman Centre is the responsibility of the UWSA.
- 4.6. Academic or Administrative Units displaying Posters or Temporary Signs are responsible for their timely removal.

5. Complaints

- 5.1. Complaints regarding any Poster, Banner, or Temporary Sign shall be sent to the Director of Marketing and Communications.
- 5.2. When a complaint is received, the Director of Marketing and Communications shall assess the merit of the complaint and may remove the Posters, Banners, or Temporary Signs.
- 5.3. In the event a Poster, Banner, or Temporary Sign is in violation of other University policies additional sanctions may result.



THE UNIVERSITY OF WINNIPEG

ASSOCIATED PROCEDURES

Posters, Banners, and Temporary Signs Guidelines

RELATED POLICIES

Respectful Working and Learning Environment Policy
Sexual Violence Prevention Policy
Non-Academic Misconduct Policy
Campus Advertising and Corporate Sponsorship Policy

RELEVANT DATES

Originally Issued: October, 2009

Revised: March 2019

Effective: March 2019

Scheduled Review: March, 2024



THE UNIVERSITY OF WINNIPEG

Guidelines for Affixing Posters, Banners, and Temporary Signs

The Director of Communications and Marketing has the authority to set guidelines for affixing Posters, Banners, and Temporary Signs. Current guidelines are as follows:

1. All Posters, Banners, and Temporary Signs must be in compliance with any University policy including, but not limited to, the Respectful Working and Learning Environment Policy and the Campus Advertising and Corporate Sponsorship Policy. Signs that are not compliant will be removed, and may be investigated for sanction under an applicable policy on a case by case basis.
2. Particularly, in compliance with the Campus Advertising and Corporate Sponsorship Policy the University will not allow promotion or advertising that:
 - a) Presents demeaning or derogatory messaging or portrayals of individuals or groups,
 - b) Endorses controlled substances, tobacco brands or vape products, weapons manufacturing, weight-loss products or cosmetic surgery, adult entertainment, cheque-cashing services or pawn dealers, or any other product or service that may be deemed exploitative.
3. The University encourages promoting through more sustainable options (e.g., advertising using digital signage/ electronic reader boards, website and social media networks). Requests to advertise through University website or social media platforms must be sent to communications@uwinnipeg.ca.
4. Posters and Temporary Signs must not exceed 11”w x 17h” in size. Banner sizes are at the discretion of the Marketing & Communications Department or UWSA when placing in designated student areas.



THE UNIVERSITY OF WINNIPEG

5. Posters, Banners, and Temporary Signs are expected to be of a professional quality printed on recycled and or unbleached and/or re-usable or re-used papers/fabrics.
6. Posters, Banners, and Temporary Signs that are in a language other than English must include English translation.
7. Only 1 Poster shall be placed in any designated area. If insufficient space exists in any area for Posters, priority shall be given to UW Community members who wish to promote the programs, events, or activities of The University of Winnipeg.
8. Temporary Signs, such as those used to provide directions, that are placed on doors and windows shall be posted using mounting putty.
9. UW Community members who place Posters, Banners and Temporary Signs are responsible for using the appropriate materials to affix them. This includes thumbtacks on corkboards and putty on glass surfaces.
10. Cork strips outside the offices of faculty, staff and classrooms are prohibited for the use of Posters or Temporary Signs by anyone other than the appropriate staff or faculty member of the office.