

IUPUI Banner Policy

Office of External Affairs

Effective February 2007

History

The IUPUI banner program was established to welcome visitors to campus and to reinforce broad-based campus messaging in line with current marketing strategies for the campus. Over the years, the banner program has become fragmented and less cohesive and as a result is no longer effectively spreading campus messages and supporting a unified identity of the IUPUI campus. The program has contributed to campus identity confusion rather than create a sense of unity and excitement.

Indiana University Bloomington and Purdue University West Lafayette are advancing public relations efforts building a cohesive image for their campuses. It is imperative that the IUPUI campus remain strong in Indianapolis and in the surrounding eight counties by delivering and reinforcing consistent campus messaging internally and externally.

With a campus/community events calendar, an integrated campus recruitment calendar, campus video messaging systems, Inside IUPUI for faculty and staff, and JagNews for students, and JAGtv for all campus audiences, there are plenty of advertising and promotional vehicles available for the promotion of internal campus events.

I. Purpose

Outside banners are used to promote IUPUI, selected university-wide special events, and selected non-university events hosted on campus.

A. Promote IUPUI

IUPUI

Two world-renowned universities.

One dynamic campus.

Positioning Statement:

With Indiana University-Purdue University Indianapolis, students, alumni, faculty, donors, and citizens get **an educational and economic powerhouse** unique in America: Two world-renowned universities combining their prowess in **science and technology, arts and humanities, business, medicine, engineering and law, civic engagement** – all in the thriving downtown of a world-class city where research and teaching can be advanced and applied through internships, partnerships medical miracles and more.

B. Select Campus-wide events for banner promotions

Priority will be given for the promotion of events which benefit the IUPUI campus as a whole. The banner program will seek to communicate activities and themes touching an external audience or very select campus-wide events. In general, few opportunities will be provided for internal messages.

C. Non-campus events hosted on campus

Events hosted on campus, which showcase the national reach of the campus, the programs and the facilities will be given priority. (i.e., U.S.A. Outdoor Track and Field Championships)

*All banner poles on Michigan Street and New York Street will be reserved for the advancement of IUPUI campus messaging or to promote select national exposure events hosted on the campus. Internal campus messaging will however, be reserved for the University Boulevard poles only. **No exceptions.***

Under certain circumstances, the right side of a street pole may be used for internal messaging (Ex: Building opening) or to promote a major event held on campus, however the left side of each pole must continue to have the IUPUI banner displayed at all times. These circumstances will be handled on a case by case basis and are up to the discretion of the Office of Communications and Marketing.

II. Authority

The management of IUPUI's outside banner program will occur through the cooperative involvement of the following units:

A. Office of External Affairs

1. Approve all messages and designs (include request & review process)
2. Maintain an institutional banner program
3. Prioritize competing events

B. Facilities:

1. Manage the installation, replacement, repair, and cleaning of all institutional banners and associated hardware.
2. Manage the installation, replacement and removal of all special event banners.
3. Office of External Affairs has the right to remove damaged banners before initial requested removal date.

The IUPUI Office of External Affairs shall manage the placement of all informational and promotional banners on campus, to include banners affixed to streetlight poles (street banners), and banners affixed to campus light poles (campus banners)