

Southern Illinois University Edwardsville

Morris University Center and Student Success Center Advertising Policy

Effective Aug 15, 2022

I. Purpose

The Morris University Center (MUC/University Center) and Student Success Center (SSC) are the center of campus life. This policy helps ensure a consistent public image within the MUC and SSC, as well as ensuring processes for posting and advertising are efficient and consistent for all users. In order to protect the mission and vision of the MUC and SSC, advertising must be in accordance with the following guidelines and limitations as well as University policies.

II. Advertising Guidelines

Advertising Content: The tangible display of advertisements within the University facilities or affixed to University structures shall be done in a manner consistent with this policy and the procedures set forth herein. Material presented for the available opportunities must be content neutral and will be limited to a time, place and manner regulation consistent with university policy and applicable law. No material related to alcohol, tobacco, gambling, pornography or other graphics or inappropriate images or languages will be allowed. All advertising must conform to the standards set for the SIUE campus as established by Marketing and Communications. For the most current SIUE brand standards, please visit <http://www.siue.edu/marketing-and-communications/>.

- A. **Physical Advertisements:** A variety of physical locations are available within the MUC and SSC. Use of these opportunities should be coordinated with the appropriate staff as outlined below.

1. A-Frames

- a. A-Frames are available for use by registered student organizations and SIUE departments to promote upcoming events or meetings. Non SIUE affiliated organizations or businesses are prohibited from using the A-Frames. Any sign violating this policy will be removed by the MUC administration.
- b. A-Frames are located inside the MUC on the main level by the north entrance and on the lower level between the MUC and SSC. All reservations for A-Frames in the above locations should be made by contacting MUC Marketing. A-Frames in the SSC are limited to one per department of the building and must be located directly outside their office.
- c. A-Frame signs must be 22 inches wide by 28 inches high and present a professional appearance. Signs must be printed on one

sheet and cannot be hand-made. Peeling, disfigured or damaged signs may be removed and disposed of at any time by employees of the MUC without notifying the posting entity. Signs will not be stored or replaced.

- d. A-Frame signs may not be requested by student organizations to promote events that are held off campus unless the event is deemed to be a campus wide initiative by the MUC administration.
- e. All sign requests will be reviewed by MUC Marketing staff for appropriateness and conformity to all applicable University guidelines and Board of Trustee policies. It is recommended to utilize MUC Marketing's services to ensure conformity to University standards.
- f. A-Frame locations are available on a first come-first served basis. Approval is based on availability at the time of booking. No more than one sign per location with a maximum of two signs can be placed by a group to promote the same event.
- g. An A-Frame request must be submitted by an SIUE registered student organization or SIUE department to MUC Marketing 48 hours prior to the start of the posting. Upon approval, the requesting student organization or department will be assigned a posting location and removal date.
- h. Frames can be reserved for no longer than a duration of two weeks, unless special permission is granted by MUC Marketing.
- i. Signs can be left with MUC Marketing for no more than 48 hours prior to the approved posting start date.

2. Goshen Lounge Banners

- a. Limited spots are available for banners around the Goshen Lounge of the MUC. These banner locations are available for registered student organizations in good standing with the University only.
- b. All registered student organizations are required to work with the MUC Marketing department to design and print their banner. MUC Marketing will ensure that the banner meets standards for content and will print the banner on lightweight vinyl to be 5 feet long by 3 feet deep with grommets for installation on every corner and one in the middle of the top and bottom.
- c. Banners will be displayed on an annual basis and must be renewed by the end of finals week of the spring semester.
- d. All banners must be general to the registered student organization. No event specific banners will be approved for posting.
- e. Registered student organizations will incur a fee based on the current rate schedule for the initial printing, design and hanging as well as an annual re-hanging fee.

- f. Any banner left after the specified time will be removed and the contact person will be notified. If a banner is not claimed within five working days after notification, it will be discarded.

3. Exterior Banners

- a. Three banner locations are available outside the MUC. The banners are outside the east entrance, west entrance and north entrance of the MUC. These locations available for major all-University on-campus events only
- b. All banners must not exceed the appropriate sizes listed below and must have reinforced grommets for installation on every corner and a minimum of ten foot intervals along the edges. Banners must be made of canvas or lightweight vinyl.
 - i. North Entrance: Must not exceed 14 feet in width and 10 feet in height. Fastening rope and banner must total 29 feet at each grommet.
 - ii. East & West Entrances: Must not exceed 7 feet 6 inches in width and 4 feet inches in height. Fastening rope and banner must total 15ft at each grommet.
- c. Banners will be displayed for a total of seven days for each specific event.
- d. The department/organization requesting the exterior banner location must communicate the request with Event Services at least five business days prior to the start date. Once approved, the requesting department/organization will be responsible to coordinate with Facilities Management (618-650-3711) for payment, hanging and removing of the banner.
- e. The MUC/SSC Director has the right to deny any request for the exterior banner location based on the content of the banner, reason for hanging or timing of the request.
- f. Please note that weather and strong winds may damage banners. The MUC is not responsible for damage to banner or shortening of rope while securing banners to the building.

4. Wall Mounted and Free Stand Poster Signs

- a. Wall mounted sign holders and 24 inches by 36 inches floor sign holders are available for use through MUC Marketing. These sign holders are to be used to promote events and happenings within the MUC and SSC. While any group can request to be included in the marketing plan for the sign holders, MUC Marketing has the final approval for these sign holders.
- b. Wall mounted sign holders are located in the following areas:
 - i. MUC Center Court – 16 Available
 - ii. SSC 1st Floor – 2 Available
 - iii. SSC 2nd Floor – 1 Available
- c. Free stand poster signs (24 inches by 36 inches) are located in the following areas:
 - i. MUC Goshen Lounge by the Stairs – 4 Available
 - ii. Floating – 2 Available
- d. The MUC/SSC reserves the right to limit the amount of signage posted throughout the buildings to ensure accessibility, as well as to maintain the aesthetics of the space. MUC Marketing, at the

direction of the MUC/SSC Director, will manage the approval and content of these signs.

5. Floor/Wall Stickers

- a. Floor advertisements can be placed in the following locations; SSC at the doors between the MUC and the SSC on both the lower level and main level, the SSC lower level east entrance and the SSC lower level west entrance. Requests to place signs at these locations must be made with MUC Marketing to ensure availability and appropriate content.
- b. Advertisements placed on the floor are strictly prohibited in the MUC. Any signs placed directly onto the floor in the MUC will be removed and will result in a damage fee based on the repair costs to fix the flooring.
- c. All other floor or wall postings using cling paper can only be posted with approval of the Director in an agreeable location based on the message of the posting.

6. Event Related Wayfinding Signs

- a. Event-related wayfinding signs must be limited to areas that have been coordinated with the Event Services office. All easels, sign holders and signs cannot be placed in areas that block the flow of traffic, stairs, entry ways etc.
- b. Printed material posted on the walls without prior approval is prohibited. Mounting putty is the only substance allowed. Tape, 3M strips, tacks or other adhesive cannot be used. Damage to the walls will result in repair charges to the department/organization that posted the material.
- c. Signage must be removed at the conclusion of the event. Failure to remove event-related signage may result in loss of posting privileges for future events.

7. Table Tents and Promotional Flyers

- a. The use of table tents is prohibited within the MUC and SSC public areas, dining areas and lounges. Table tents may be used during meetings or events in the specified meeting spaces, but must be removed at the conclusion of the event.
- b. Promotional flyers can only be hung on the two bulletin board kiosks located at the MUC east and west entrances. The flyer must be approved by the Kimmel Student Involvement Center based on criteria set forth in their policies.
- c. A “free” board is located directly outside of the bank in the west hallway and may be used without approval by the Kimmel Student Involvement Center.

8. Departmental Signage

- a. Departments housed within the MUC and SSC (ex: Career Services, Alestle, Health Services, the Bank of Edwardsville, etc.) may place signage outside their immediate office area to promote their department's mission.
- b. Signs must be kept up to date by the individual area.
- c. Signs must be an appropriate size and should not impact the follow of traffic and accessibility within the building.

9. Cougar Statue

- a. The Cougar Statue is available for reservations outside the north entrance to the MUC. This location can be reserved by SIUE registered student organizations, divisions or departments and is available for major all-University on-campus events only.
- b. All decorations must not exceed an appropriate size and must be weather-proof. The MUC is not responsible for any damage that occurs to the decoration due to hanging and removing of the decoration, vandalism, and/or the weather.
- c. Decorations may be displayed for a total of 14 days for each specific request.
- d. The sponsoring organization must communicate the request to the Director of the MUC at least ten business days prior to the start date.
- e. The organization is responsible for securing and removing the decoration to the statue in a way that does not damage the statue. The sponsoring organization is responsible for any damage that occurs to the Cougar Statue as a result of the decoration.

B. Electronic/Digital Signs

1. Center Court Televisions

- a. Center court televisions are coordinated through MUC Marketing for the promotion of MUC and Dining operations. The content of those slides must be designed by MUC Marketing to ensure conformity to University standards.

2. SSC Charging Stations

- a. Two digital charging stations are located on the first floor of the SSC and are available for use by SSC departments. SSC departments must coordinate with MUC Marketing on both video and still content creation to ensure the content meets SIUE standards.
 - i. Resolution Standards: 1920 x 1080 pixels
 - ii. Video with audio: Need to be formatted in .MP4 with either 15 or 30 second lengths. Videos will require closed captioning when possible.
 - iii. Images without audio: Need to be in .JPG format.

3. Visix Screens

- a. Visix Screens are located throughout the MUC and SSC and are managed through SIUE Marketing and Communications. Departments external to the MUC and SSC should follow the policy located on the Marketing and Communications website (<https://www.siue.edu/marketing-and-communications/services/media-relations/digital-signs.shtml>). The following applies for student organizations and departments within the MUC and SSC for the screens located within the MUC and SSC.
 - i. Student organizations can submit their digital sign request through Get Involved at <https://getinvolved.siue.edu/>. The Kimmel Student Involvement Center will review and post the sign to the screens in the MUC and SSC.
 - ii. Departments located within the MUC and SSC can submit their request to the Office for MUC Administration to posting to the screens in the MUC and SSC.
 - iii. All requests for screens located outside of the MUC and SSC must be submitted to Marketing and Communications.

C. Other Signage

1. Any other signage requests must be approved by the Director of the MUC/SSC prior to posting or installing. The Director reserves the right to approve or deny any request that does not fit within the mission and vision of the MUC and SSC.

D. Policy Updates

1. The MUC reserves the right to update the current MUC and SSC Advertising Policy, procedures, at any time to carry out the purposes and objectives of the University.