

The University's Signage Committee is committed to maintaining the integrity of the campus community and UConn's brand standards while promoting and supporting the communications needs of various campus constituents. At this time, the Signage Committee, in concert with the Offices of the President and Master Planner, is working to reduce and eliminate long-term awareness banners mounted on building exteriors. Banners mounted across campus on building exteriors for long-term use create several issues, including wear and tear that detract from campus beauty, impact to building with mounting hardware repeatedly installed and moved, as well as ongoing maintenance costs.

The need to leverage the campus for awareness communications is understood, and as such the Signage Committee is exploring alternative solutions that can be implemented across campus to better use exterior spaces to promote program awareness. In the meantime, we encourage use of building interiors, such as lobbies and common areas, to achieve your communications goals. Other opportunities such as shuttle bus advertising, Student Union tabling, residence hall bulletin boards and dining services table tents are options for consideration.

Please note that event-specific banners with a short duration are still considered on a case-by-case basis through the Signage Committee approval process.

**Signs**

Approved signage includes professionally made, designed and printed signs to promote events will be permitted. These signs should be set up and removed in timely fashion. Event signs should not remain on campus after the event has concluded.

Rejected signage includes hand-made, permanent sandwich boards, and directional/traffic signs will no longer be permitted.

**Permitted Banners**

Banners will only be permitted for the following uses:

- Construction site communications/fencing;
- Relocation of service (For example Mental Health Services utilized banners for two-month period to ensure that all students on Storrs campus knew of their new location. A finite period of time will be approved.);
- Significant institutional events that impact broad audience such as Homecoming, Open House, Orientation, and Commencement;
- Temporary use to promote significant speaker, event, or show.

Banners for the following uses will no longer be permitted:

- Permanent banners mounted on the outside of buildings to promote a school or college;
- Permanent banners mounted on the outside of buildings to promote programs such as learning communities; internal spaces, lobbies, etc. can be used for these purposes.