



ASUN Operating Procedure – 3005

Operating Procedure Synopsis

Title: *Facilities Appearance Standards – Signs, Posters, Banners, and Flyers*

Approval Date/Revision Date(s): 11/2022

Review Date(s):

Executive Cabinet Liaison: Vice Chancellor for Finance and Administration

Responsible Manager: Director of Physical Plant

A. Purpose and Scope

The purpose of this operating procedure is to preserve the visual integrity and public appearance of campuses by providing a framework for planning and displaying temporary posters, signs, and banners to ensure their usefulness and effectiveness, while minimizing visual clutter, litter, potential damage to property, disruption of campus operations, and protecting investments made in equipping and enhancing campus facilities. This operating procedure pertains to all ASUN departments, employees, and students. This policy is effective for all campus locations including Newport, Jonesboro, Marked Tree, Adult Education MLK Location, and the Workforce Training (WTC) Building.

B. Definitions

Banner: A display of images or text imprinted on a flexible fabric or plastic material that is intended to be temporarily affixed to a pole, post, building or other structure using cables, ropes, or hardware, and may be suitable to be stored away and reused on other occasions. Banners that are affixed to a table or booth display during an event are not covered by this operating procedure.

Flyer: A printed advertisement, announcement, circular, handout, or brochure that is primarily intended to be handed directly to a person or left in a stack for people to pick up. A typical flyer is an advertisement for an event, product, or service. If a flyer is affixed to something, it becomes a poster.

Poster: A display of images or text on a light physical medium, typically paper, poster board, or adhesive-backed stickers, intended for placement on a pole, post, bulletin board, door, window, or similar location, and affixed with pins, tape, staples, or light adhesive. Posters are meant for temporary postings of a few days or weeks. A typical poster is to announce an event, or to display support for a program.

Sandwich board sign: A temporary sign composed of two boards (holding a message or graphic) set up in a triangle shape, hinged along the top.

Sign: A display of images or text on a durable physical medium that is painted on or affixed to a building or structure or installed into the ground, not easily removed without tools, and intended to remain for an indefinite period of time. Typical signs are names of buildings or areas, department office names, and permanent wayfinding. Outdoor and indoor digital signs are also included in this definition. Permanent

*All ASUN students, faculty, staff and administrators are expected to adhere to operating procedures.

signs may be created as part of a building construction or remodel project and are designed to last indefinitely.

Temporary sign: A sign that is intended to remain for a defined period of time, easily removed, and may be weather-resistant but not designed to last indefinitely. A typical temporary sign is a wayfinding sign used to direct newcomers to a building at the beginning of a semester.

Yard sign: A temporary sign that is printed on cardboard, plastic, or metal, affixed to metal or plastic stakes and inserted by hand into the ground. Yard signs may or may not be reusable. Typical yard signs are for wayfinding or event promotion and are used for a few days and then removed.

C. Procedures

In order to prevent visual clutter and damage to facilities, ASUN will enforce limits on location, means of attachment and removal, duration of display, and other requirements to ensure that temporary signs, posters, banners, flyers, and other materials are not left in unauthorized locations or left behind for extended periods or after an event is over.

This policy governs what may be distributed or posted, where items may be distributed or posted, and who is responsible for the items. Materials that fail to comply with this policy may be removed, and the expense associated with removal will be charged to the responsible business unit, student organization or individuals.

1. Permanent signs may not be used anywhere on ASUN property without the express, prior written approval of the Director of Physical Plant. Permanent signage is purchased only through funding allocated to Building and Grounds departments and should not be requisitioned by other departments without prior approval from the Office of Budget Management. Permanent signs that are placed without the required approvals will be removed at the expense of the persons or department responsible for placing the sign.
2. No sign, poster, or banner of any kind may be affixed to a tree, utility pole, or other permanent structure not intended for the display of signage.
3. Commercial advertising, sales and solicitations on campus are prohibited.
4. Temporary signs, yard signs and sandwich board signs:
 - a. The only temporary signs allowed on campus to be installed by units other than Physical Plant are sandwich board and yard signs. Sandwich board and yard signs may not be placed anywhere on ASUN property without the prior approval of Facilities Management and, where appropriate, Marketing and Communications.
 - b. Sandwich board and yard signs must be designed and placed carefully to ensure that no damage is done to buildings, structures, or in-ground facilities.
 - c. Sandwich board and yard signs must be sponsored by an official ASUN business unit (college, department, center, institute, etc.) or a recognized student organization, for the primary benefit of the college and the sponsoring department or organization. Signs that are primarily commercial in nature will not be permitted.
 - d. Sandwich board and yard signs promoting ASUN events and/or entities must conform to ASUN Branding Standards.
 - e. Sandwich board and yard signs may only be installed for up to two weeks, except those placed for longer-term purposes related to campus protection or safety.
 - f. Non-removable stickers, paint, spray chalk, and hardware such as screws and nails may not be used in any location unless expressly approved and applied by Physical Plant.
5. Posters:
 - a. Posters must be sponsored by an official ASUN business unit (college, department, center, institute, etc.), a registered student organization, or other authorized party for the

primary benefit of the college and the sponsoring department or organization. Materials that are primarily commercial in nature will not be permitted.

- b. Posters promoting ASUN events and/or entities must conform to ASUN Brand Standards and approved by Marketing and Communications.
 - c. The posters must display an expiration date (usually the event date); and be removed within three (3) days after the expiration date.
 - d. Facilities Management will remove any materials posted in unapproved areas, not removed within the prescribed time period, or posted by other than official ASUN departments or recognized student organizations. Facilities Management may also charge the posting department or person for the cost of removal and any damages caused by the unauthorized posting.
 - e. Posters may be posted only in designated areas of campus. Locations not within the designated areas must be approved prior to installation by the Physical Plant.
 - i. All items posted inside public areas must be posted on bulletin boards. Items posted on exterior doors and interior doors are generally prohibited, any exceptions must be pre-approved by Physical Plant.
6. Banners: Temporary banners are considered a cost-effective, temporary way to promote campus events, programs, and campaigns.
- a. Banner designs must be pre-approved by Marketing and Communications before requisitioning. Marketing and Communications will use contracted creative services to aid in design for clear and consistent branding.
 - b. Banners with the primary purpose to advertise units or external entities on campus will not be considered.
 - c. Banners displaying University logo must be produced by licensed vendors approved by Finance and Administration and Marketing and Communications.
 - d. Banners are short term placements in nature and should be removed after two- week maximum.
 - e. Installation and removal of banners must be performed by Physical Plant or a contractor retained by Physical Plant department.
 - f. Physical Plant will remove all unapproved or damaged banners and mounting equipment. The posting agency, departments, or individuals may be charged removal costs or costs to repair damages caused by unauthorized or improperly installed banners.
7. Door Signage; Classroom and Office:
- a. Campus buildings are equipped with designated ADA compliant signage that was designed to create a uniform, professional look at each ASUN campus location.
 - b. Pre-designed formats and inserts are provided by the Office of Finance and Administration for all signage hardware on each campus. This includes inserts for employee name and titles, classroom identification and schedules, identification of storm shelter areas (in conjunction with Campus Safety), prohibition of food or drink, and other pertinent signage designations.
 - c. Signage hardware should not be altered in any way due to wear and tear on the hardware and associated cost of replacement.
 - d. Posters, stickers, or other printed materials on office or classroom doors or above, below, or attached to door signage affixed by tape, putty, or any other adhesive is prohibited regardless of size or intent. Campus approved messaging or initiatives will be integrated into the signage format for uniformity in display.
 - e. Due to safety and student service-related concerns, covering windows in office doors with paper or fabric is not permitted. Accommodations will be made for and provided for nursing mothers. Physical Plant will provide designated temporary signs with magnetic clips to affix to door frames to designate unavailability of employees during meetings.
8. Decorations
- a. College-owned buildings may be temporarily decorated for the holidays provided that the following procedures are followed:

- i. Decorations, and the installation of any decorations, must not cause any damage to college property; decorations must be affixed with mounting putty instead of nails, screws, tape, or other hardware as to not harm walls and permanent surfaces.
- ii. Decorations must be in good condition (not excessively worn, faded, etc.) and must not block affixed signage, egress, or cause disruption to student learning.
- iii. Live trees, wreaths, or other natural greenery are prohibited due to fire safety regulations.
- iv. Decorations must not be affixed to exterior doors or exterior windows as to not cause issues with ADA accessible entrances/exits or visibility.
- v. Decorations must be promptly removed following the holiday.

D. Related Information

[Design and Brand Guidelines](#)