

CSU Pueblo Policy Library

CSU PUEBLO POLICY: SIGNS, BANNERS, POSTERS, FLYERS AND CHALKING ON CAMPUS

Policy Title: Signs, Banners, Posters, Flyers and Chalking on Campus	Category: Marketing and Campus Relations
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Contact: Marketing, Communications and Campus Relations Web: http://www.csupueblo.edu/Communications Phone: 719.549.2810	Effective Date: 12/20/2024 Supersedes Policy ID#: 02.07.01 Viewing/Downloading Options: <ul style="list-style-type: none">• Web - Formatted (this page)• Web - Printable

POLICY PURPOSE:

This policy preserves the visual integrity of the CSU Pueblo campus and assists the campus community by regulating the use of Signs, Banners, Posters, and Flyers. This policy will help to ensure their usefulness and effectiveness, while minimizing visual clutter, litter, potential damage to property, disruption of campus operations, and unnecessary costs.

POLICY APPLIES TO (Persons affected by):

This policy applies to all faculty, staff, students, and visitors to campus.

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, or are handheld, are not covered by this policy.

Chalking: Using chalk or similar materials to write or draw markings on any surface on campus.

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 and/or text on paper, poster board, or other physical medium intended for placement on a pole, bulletin board, door, window, or similar location, and affixed with pins, tape, staples, or 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 or cause.

Sign: A permanent or temporary display of images, text, raised characters or Braille on a durable physical medium, including a digital sign. Signs include:

- **Permanent Sign:** A Sign 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 time. Typical Exterior Signs are names of buildings or areas, permanent wayfinding, murals and wraps. Exterior signs include those that are located inside a building but visible from the outside.
- **Temporary Sign:** A Sign that is intended to remain for a short 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. Temporary Signs include Banners.

POLICY:

Posting of announcements, advertisements, or printed material of any kind is allowed on kiosks, bulletin boards, and other areas expressly designated for this purpose.

To prevent visual clutter, littering, and damage to buildings and facilities, CSU Pueblo will enforce limits on location, means of attachment and removal, duration of display, and other requirements as set forth in this policy.

Materials must include the name and contact information of the party sponsoring or otherwise responsible for them.

Materials advertising events must be removed by the party posting them immediately after the event has occurred.

MCCR will approve all Posters and approve distribution of Flyers on campus. To have a Poster, Banner or Flyer approved, individuals must bring the item to ADM 320 during business hours or submit it via the [MCCR Intake Form](#) or [Canva](#), the University's design platform. Approval will not be based on the content of the item or viewpoints expressed therein, except in cases where the

content is illegal (such as a copyright or trademark violation), defamatory, or obscene. Any disapproval on such bases must be reviewed by the Office of General Counsel before being imposed.

Commercial Messages

Signs, Posters, Banners, Flyers or Chalking bearing commercial messages for vendors, such as advertisements for goods and services, are subject to CSU Pueblo policies on sales and solicitations on campus and are not permitted without prior approval of the Office of Marketing, Communications & Community Relations (MCCR).

Posters

Facilities Management must approve the affixing of Posters by any hardware such as screws, nails or adhesives other than masking tape or any other device that would create a permanent marking or damage on the surface.

All Posters shall be limited to one posting per display area and may not exceed 11 x 17 inches in size. They must not interfere with or cover other postings.

Posting in restrooms is only allowed for safety-related messages approved by MCCR.

Posters may not be posted for more than seven days.

All Posters will be removed from general display areas at regular intervals throughout the semester.

In the Occhiato Student Center (OSC)

- Posters advertising on-campus events may only be posted on bulletin boards inside the building and on glass surfaces of the building entrance doors.
- Posters may only be posted up to one week in advance of the event. Posters on glass surfaces of building entrance doors may only be posted on the day of the event.
- Posters must be advertising open events, not products or services, except in leased spaces when placed or permitted by the lessee.
- Bulletin boards and other surfaces at the OSC are cleared weekly.

In Exclusive Areas

CSU Pueblo departments and recognized institutional and student organizations may have specific designated display areas for their exclusive use. These are posted with written notice that the area is for their exclusive use. Each department or organization shall be responsible for clearly designating and maintaining their respective areas.

Flyers

Flyers may be distributed in any public area of the CSU Pueblo campus by handing them directly to individuals, or by leaving them to be picked up in a location authorized by the department or office where they are to be left.

Distribution must not disrupt traffic or block any facility entrance. Flyers are not permitted to be distributed in non-public areas such as classrooms, residence halls, academic and administration buildings. Flyers must not be left on vehicles.

Distributors are responsible for picking up and properly disposing of Flyers that are dropped or left behind. If Flyers are found loose on campus, the party publishing or distributing the Flyers may be charged for cleanup.

Chalking, Painting, Marking and Tagging

Chalking, tagging, painting, or marking of any kind is prohibited except for water-soluble chalk (not chalk paint) on sidewalks. Chalking is not permitted on vertical surfaces such as step risers, buildings, walls, or doors or on any brick surface.

Facilities Management will remove all chalk marks daily.

Signs

Permanent Signs:

Permanent Signs may only be inserted into the ground or affixed to buildings, posts, and objects designed specifically for such purposes and must be installed, modified or removed by Facilities Management. Permanent Signs must be approved by the Vice President of Operations/Chief Financial Officer prior to being purchased or installed.

Temporary Signs:

- Temporary Signs must be approved by MCCR before being affixed to any surface or inserted into the ground. Handheld temporary signs do not require such approval.
- All Temporary Signs must contain the name and contact information of the organization sponsoring the event(s) or other matter advertised.
- Temporary Sign space for promoting special events must be reserved/scheduled through the MCCR office at least seven business days before the reserved posting date. Space is reserved on a first-come, first-served basis and is subject to availability.
- Temporary Signs to be affixed to surfaces may only be affixed using masking tape or standard office staples. Hardware such as nails or screws, and adhesives other than masking tape, are prohibited.

RESPONSIBILITIES:

MCCR has responsibility and authority for approving all Temporary Signs, Banners and Posters to be displayed on the CSU Pueblo campus and for approving the distribution of Flyers, in advance.

Facilities Management has responsibility and authority for designing, installing, maintaining and removing all Signs, Posters, Banners, Flyers, Chalking, and other materials and markings.

COMPLIANCE

All posters, banners, flyers, signs, and chalking or other materials that are not in compliance with this policy or that cause damage to a structure, tree, or other property may be removed at the direction of Facilities Management or MCCR, and the cost of damage, removal and repair may be charged to the responsible parties.

RELATED LAWS, POLICIES & PROCEDURES:

Colo. Rev. Stat. §§ 23-30-102, 23-31.5-102

HISTORY OF REVISIONS

Adopted: 1/1/1999

Revised: 12/4/2016

Revised, Renamed and Renumbered: 12/20/2024

APPROVAL:

By: Armando Valdez, President

12/20/2024