

SUBJECT: Banners	Effective Date: 7/18/18	Policy Number: FSP 2018 FS0018	
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	Responsible Authority: Associate Vice President for Administration and Finance (Facilities & Safety)		

APPLICABILITY/ACCOUNTABILITY:

This policy applies to students, faculty, staff, Registered Student Organizations (RSOs), Direct Service Organizations (DSOs), and departments.

POLICY STATEMENT:

RSOs, DSOs, and departments may need to publicize events or communicate other campus-wide information through the display of professionally-produced banners. Banner content must follow UCF Marketing’s branding guidelines to ensure that the UCF brand is promoted with unity, clarity, and consistency. Banner appropriateness, location, and length of display must be approved to ensure that campus safety and a dignified campus appearance are maintained at all times. Generally, banners may be displayed for up to one month. Banners must be approved by UCF Marketing and the Environmental Health and Safety Building Code Office (BCO); exterior banners must also be approved by the University Master Planning Committee (UMPC).

To ensure safety and minimize damage, banners may not be hung by any entity other than Facilities Operations (FO). All costs associated with banner purchase, design of the banner anchoring system and associated permit fees (if applicable), installation, removal, and storage are the responsibility of the requesting entity.

DEFINITION:

Banner: a piece of paper, cloth, or vinyl, bearing a design or slogan and hung in a public place

BANNER GUIDELINES:

Interior banners shall be compliant with the Florida Fire Prevention Code 101, Chapter 10, Section 2 for finish rating, flammability, and placement location. Placement may be restricted based on the banner’s size, material composition, and the location of surrounding fire alarm devices or exit signs.

Exterior banners are considered on a case-by-case basis. Large exterior banners must be permitted and must comply with the Florida Building Code for both wind load and flame spread

ratings. Banners may not be hung from trees, and may only be hung from light poles using breakaway hardware.

Interior banners shall be constructed in a professional manner and sized correctly for the intended space. Interior banners larger than 36 inches X 72 inches shall be constructed of double-stitched vinyl material with a 3/8 inch brass grommet installed at each corner, 1 inch X 1 inch spacing.

Exterior banners shall be constructed of vinyl 13 oz. scrim or mesh 10 oz. vinyl scrim, preferably an AdMesh vinyl coated scrim material. All banners shall be double stitched with a 3/8 inch brass grommet installed at each corner, 1 inch X 1 inch spacing.

PROCEDURES:

1. The requesting entity shall submit the proposed banner layout to UCF Marketing for approval of content and compliance with UCF branding well in advance of the intended installation date.
2. Exterior banners must also be approved by the University Master Planning Committee (UMPC).
3. Upon receiving approval from UCF Marketing and the UMPC, the requestor shall submit a Customer Request for banner installation through the Work Control Center (WCC), 407-823-5223, or wcc@ucf.edu, at least four weeks in advance of the desired installation date.
4. The banner may be approved as-is, or may require engineering work and permitting. The requestor will be notified of the status of the request.
5. FO will install banners in accordance with FO-SOP 17, "Banner Standards for Exterior and Interior Vertical Walls of Campus Buildings."
6. Banners that are hung without prior approval will be removed by FO, and the banner owner will be charged for labor and for repairs to damaged walls, columns, ceilings, or light poles.

CONTACTS:

EHS BCO: <http://www.ehs.ucf.edu/Buildingcode>

UCF Marketing: <https://www.ucf.edu/brand/contact-us/>


RESOURCES:

Florida Building Code: https://www.floridabuilding.org/bc/bc_default.aspx

Florida Fire Prevention Code:

<https://www.myfloridacfo.com/division/sfm/BFP/FloridaFirePreventionCodePage.htm>

FO Policies and Standards: <http://fo.ucf.edu/resources>, FO-SOP-17, Banner standards for exterior and interior vertical walls of campus

Approved By:	Date Approved:
 Priscilla L. Kernek Associate Vice President Administration and Finance Facilities and Safety	