

**Title:** Office of Marketing Communications -- Street Banners  
**Code:** 1-135-135  
**Date:** 3-15-02  
**Approved:** WPL

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## Definition

**Street banners** are defined as any banners that are hung either on existing light poles or on poles erected by Boston College to promote broad institutional branding and events of public interest.

## General

Street banners are designed to promote Boston College and its programs on the public roads surrounding the University. Boston College assigns to the Office of Marketing Communications responsibility for the design, production, and placement of all street banners, and for the approval of these activities.

## Policy

The Office of Marketing Communications (OMC) is responsible for administering all requests for street banners, and for overseeing banner design, production, and placement.

Street banners are reserved primarily for University-wide promotion. On occasion, banners that promote a specific University unit or departmental event may be requested by organizational units, subject to availability. Centralized funding is not available for street banners; all costs are the responsibility of the requesting organizational unit. Organizational unit requests for street banners are to be initiated and processed in compliance with the procedure outlined in this policy.

## Procedure

1. All requests for street banners are to be submitted to OMC by the organizational unit head on a [Project Request Form](#), available from OMC or the [OMC web site](#).
2. Banner design, production, and placement require a minimum of six weeks. Accordingly, only those requests submitted at least two months prior to the desired placement date are subject to review by OMC.
3. Following the approval of a unit's request, OMC is to provide an estimate for the production and placement of the banners.
4. Following the unit's approval of the production and placement estimate, OMC is to create a banner design that incorporates the specifics of the request and is consistent with the University's [Graphic Identity System](#).
5. Following the unit's approval of the banner design, OMC is to identify a vendor, oversee production, and contract for placement and removal of the banners.

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Posted: April 22, 2002

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