

## **CITY OF FLAGSTAFF BANNER PROGRAMS**

### **POLICY SUMMARY**

The City of Flagstaff's Downtown Banner Program and Civic and Non-Profit Banner Program allow for the placement of banners on select street poles in the historic downtown area and elsewhere to promote public cultural events and activities or to increase public awareness about an issue of interest to the community. University participation in these programs must be approved by the Chief Marketing Officer and the President.

### **REASON FOR THIS POLICY**

Proper coordination of the University's participation in City of Flagstaff banner programs ensures appropriate NAU messaging, consistent application of brand standards, and compliance with City of Flagstaff banner content and design requirements.

### **ENTITIES AFFECTED BY THIS POLICY**

- Office of the President
- Printing Services
- University Marketing

### **WHO SHOULD KNOW THIS POLICY**

- University officials wishing to participate in City of Flagstaff banner programs

### **DEFINITIONS**

**Flagstaff Downtown Banner Program:** A fee for placement program operated by the City of Flagstaff through which qualifying banners that promote public activities, events, programs or other cultural or recreational activities or civic messages of benefit to the community are displayed on street poles located in the City of Flagstaff's historic downtown district.

**Civic & Non-Profit Banner Program:** A no-cost for placement program operated by the City of Flagstaff through which qualifying banners that enable civic or non-profit organizations, or organizers of events for which a Special Event permit has been approved by the City's Recreation Services Section, to appropriately advertise their events.

### **POLICY**

#### **A. Application to Display NAU Banners**

Northern Arizona University participation in City of Flagstaff banner programs must be approved by the Chief Marketing Officer and the President or their authorized designees. University units or officials wishing to place banners on select street poles in the historic downtown area and elsewhere to promote University events, activities, programs or messages must submit a University Marketing City of Flagstaff banner program participation [request form](#), which requires the following information:

- Responsible unit or official making the request and the primary point of contact
- Purpose or goal of placing the banners on the University's behalf
- A concise but complete description of the proposed banner messaging
- Source of funding and official responsible for ensuring on-time payment of all fees
- The desired banner quantity (downtown limit is 15 / non-profit limit is 3)
- Requested banner locations and installation and removal dates

## B. Graphic Design, Content Guidelines, Brand Standards, Printing

NAU banners must be designed by University Marketing in accordance with the University's brand standards and City of Flagstaff content guidelines and design specifications. University Marketing provides banner design assistance to program applicants. All banner designs must be approved by the Chief Marketing Officer and the President prior to production. All NAU banners must be printed by University Printing Services.

## C. Payment

Financial responsibility for participating in City of Flagstaff banner programs resides with the requesting University unit or official, who must arrange direct on-time payment to the City of Flagstaff in accordance with the City's requirements, and to University Printing Services for banner production. On the requester's behalf, University Marketing will obtain necessary estimates and initiate a purchase order. A Speedchart number must be provided and the purchase order must be approved prior to banner production commencing.

## RESPONSIBILITIES

**Applicant:** submits to University Marketing a completed request to participate in Flagstaff banner programs via the University Marketing Support Request tool (see procedure below), works with University Marketing to design banners, arranges for and ensures on-time payment of fees to the City of Flagstaff and University Printing Services, retrieves the University's banners from the City of Flagstaff following their display and removal.

**University Marketing:** manages all University requests to participate in City of Flagstaff banner programs, coordinates with the City and University Print Services on the requester's behalf, collaborates with requesters on banner design, obtains program participation and banner production estimates for the requester, initiates banner production purchase orders, ensures compliance with brand standards, obtains presidential approval on all banner designs prior to granting final approval for banner production, maintains the NAU banner calendar.

**Print Services:** prints and delivers University banners to the City of Flagstaff.

**President:** approves all banner design and content and prioritizes University requests to participate in the Flagstaff Downtown Banner Program in the event of conflicting requests.

## PROCEDURES

[Request NAU Participation in City of Flagstaff Banner Programs](#)

## RELATED INFORMATION

### Forms or Tools

[Northern Arizona University Flagstaff Banner Display Calendar](#)

### Cross-References

[Northern Arizona University Brand Guidelines](#)

## Sources

[City of Flagstaff Downtown Banner Program](#)

[Civic and Non-Profit Banner Program](#)

## APPENDIX\*

[City of Flagstaff Downtown Banner Program Guidelines](#)

[City of Flagstaff Downtown Banner Location Map](#)

[Civic and Non-Profit Banner Program Guidelines and Locations](#)

\*Disclaimer: all documents, links, or other materials included in this policy's appendix are provided solely for the user's convenience and are not part of official University policy.