ON-CAMPUS POSTING GUIDELINES

FLYERS | POSTERS | A-FRAMES | LAWN SIGNS

The guidelines that follow, are being communicated to revisit past practices and ensure a collaborative consistent approach moving forward. We ask that District Employees, Students and Organizations adhere to these guidelines and share with colleagues, staff, faculty, peers, advisors, clubs and student representatives.

Posting of flyers, posters and temporary large signage around campus is a form of communication and marketing to our campus community and our outside visitors. Approaching this form of communication with purpose and professionalism is important to ensure that the intended message is effectively conveyed to your target audience, while contributing to a campus environment that is visually appealing, organized, and conducive to learning and engagement.

Any posted materials without proper approval, promoting illegal activities, discrimination, or inappropriate content will be removed and are strictly prohibited.

Thank you in advance for helping us maintain a beautiful campus for our students, employees and the community we serve!

Southwestern College **On-Campus Outdoor Messaging Taskforce**

Dean Aragoza, Dean of Student Services

Aurora Ayala, Director of Facilities, Operations and Planning

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Sofia Salgado-Robitaille, Executive Director, Advancement and Community Engagement

Brenda Mora, Creative Designer & Special Events Coordinator, Advancement and Community Engagement
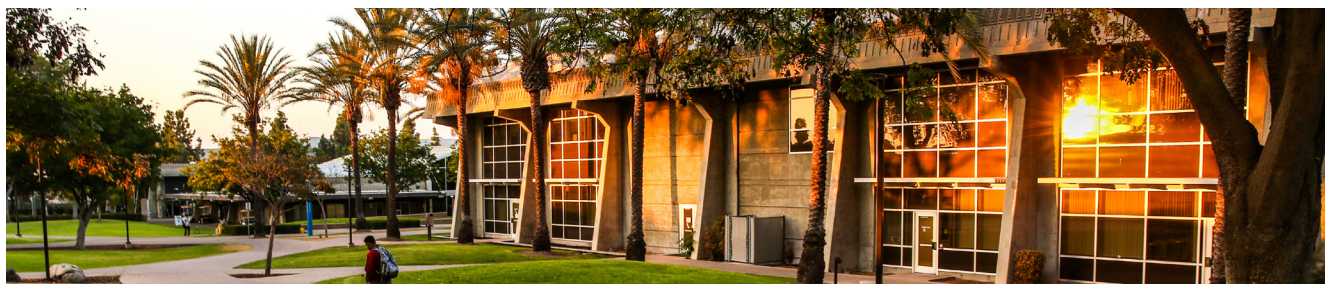
FLYERS & POSTERS

DESIGN AND MESSAGING:

Before you begin producing your materials, ensure that content and design aligns with your intended outcome—**to reach your audience and attain a takeaway message. Remember, LESS IS MORE!**

QUICK TIPS **FOR DEVELOPING YOUR MATERIALS:**

- **PLAN AHEAD.** Gather all relevant content in advance.
- **PREPARE MATERIALS EARLY.** Prepare your materials with ample time ahead of your event. The effectiveness and reach of your target audience depends on this.
- **BE DETAILED & KEEP IT SIMPLE.** Ensure all important content is covered and accurate.
    - ☐ Event title and short description
    - ☐ Date, time and Location (Campus/Center, venue, room number, etc.)
    - ☐ Include parking information and instructions (if applicable)
    - ☐ Contact information (if applicable)
    - ☐ Website hyperlink
    - ☐ RSVP instructions and RSVP deadline (if applicable)
    - ☐ Keep content minimal—text heavy flyers are not effective for key messaging
    - ☐ As a last step, be sure to **proof and review** your materials for typos or errors

APPROVAL PROCESS:

All **posters and flyers** <u>**must be approved for posting**</u> by the Office of Student Activities (Rm. 62A-114) or digitally by emailing a copy of your flyer to **swcstudentactivities@swccd.edu**. For your and our convenience, emailing is the best way to get flyers approved. You'll receive a stamped PDF copy of your flyer and can then print all you want, with no individual stamping/dating of flyers required.

IMPORTANT: For stamp approval, please leave a blank white square **(1" x 2")** at the bottom right corner of your flyer/poster.
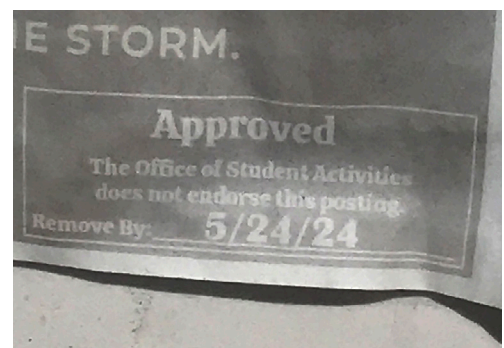
Sample of Approved poster and Removal Date

POSTING OF FLYERS AND POSTERS:

Flyers and posters should be of a standard letter size, **8.5" x 11"**, **11" x 17"** or **13" x 19"** and should be securely affixed with painters' tape. (Stickers and decals are not approved for posting.) **Flyer and posters should only be posted on external concrete columns or concrete walls.**

Employees and students should respect campus property and refrain from posting on the areas listed below. This will ensure the care and longevity of our campus property. **Posting on these areas contributes to deterioration and results in additional costs and time for repairs and repainting.**

Post materials with **tape adhered to the back**, not around or in front of flyer. Fold the tape over itself, and place tape on the back of flyers. This results in a clean presentation and allows for easy removal.

DO NOT **POST ON:**

- Campus map encasings, wayfinding signage or monuments
- Windows (building or door windows)
- Mirrors
- Painted surfaces
- Trees or plants
- Vehicles
- Doors (including restroom doors and stalls)
- Light poles
- Schools/Deparment bulletin boards without permission

DO NOT **USE:**

- Do not use scotch tape, packing tape or duct tape. Using these items results in damaging surfaces and district property. **Remember to ONLY use painters tape.**

QUICK TIPS **FOR POSTING:**

- **DO NOT POST AT THE LAST MINUTE OR DAYS BEFORE YOUR EVENT.** Make the most of your messaging and efforts by planning ahead. This is a huge factor in the success of your event and call to action. *The earlier you post, the further your reach!*

- **PRESENTATION MAKES A DIFFERENCE. DON'T POST HAPHAZARDLY, POST WITH INTENTION.** Plan out areas you will post at. Don't post several flyers next to each other or in the same vicinity. This will only create visual clutter and not help your messaging.

- When posting, take scissors with you to cut tape. Communicate this out to those who will be physically posting your materials.

- **Begin to discontinue the use of blue painters' tape** and opt for using white or black painters' tape. Not only does it look clean, but it helps it look professional, as blue tends to clash with the design and adds visual noise.

- **Be courteous and mindful of the efforts, property and work of others.** Do not post over other posts or signage. Time and costs are involved in the design, development and production of all marketing materials. Be curteous by not posting over posts and signage that are in use, and be mindful of district/department property.

Do not post over other posts or signage
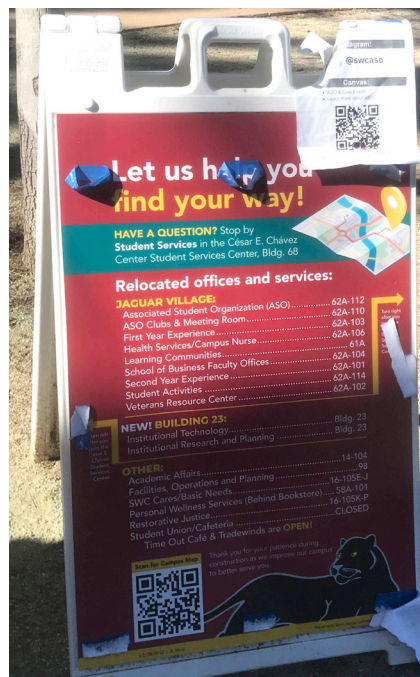
TIMELY REMOVAL OF FLYERS AND POSTERS:

Upon approval, your materials will include a stamp with a "Removal Date." **Flyers and posters should be removed promptly after your promoted event or activity has passed.**

Failure to remove outdated materials, results in weathered stagnant materials that are in full view to our visitors, clutter campus spaces and detract from the messaging of others.

QUICK TIPS **FOR REMOVAL OF POSTS:**

- Set a calendar reminder for a "Removal Date"
- Keep track of the areas where items were posted
- Designate student workers or employees to walk around and remove items
- **HELP EACH OTHER.** If you come across an outdated post, lend a hand and remove it. However, for those posting, remember–the full responsibility for removal is yours.

A-FRAMES/SANDWICH BOARDS

Due to an influx of A-Frame/Sandwich Board usage, lack of removal after events, improper usage, and lack of return after borrowing A-Frames, we ask that you begin to apply the following steps and adhere to these guidelines:

USAGE OF A-FRAMES/SANDWICH BOARDS:

- A-Frames should be **used for and <u>limited</u> to Single-day Events, Community Engagement Events, College Police messaging** (such as event directionals and traffic alerts) **and Construction alerts** (detour announcements or construction updates).

DESIGN AND MESSAGING OF A-FRAMES:

If planning on the design and production of A-Frame Signage, we ask that you contact **Brenda Mora** at the **Office of Advancement and Community Engagement** at **bmora@swccd.edu** for further assistance.

Assistance may consist of:
- guidance in the development, printing and placement of your materials
- design and production of signage
- recommendations for messaging
- recommendations for printing of long-term signage for cost-savings

DO NOT **USE:**

- Do not use any handwritten signage for any of your signage.
- Do not use multiple pages and sheets for messaging.
- If you need design assistance, follow the instructions above.

PLACEMENT & REMOVAL OF A-FRAMES:

- Placing A-Frames strategically will ensure our student, community and guest needs are met and proper messaging efforts are being reached.

- It is the responsibility of the department placing A-Frames, to remove them and return them to the correct location and/or owner if borrowing, after each use.

- Be sure to **remove all event signage immediately after your event concludes**

- **Be mindful of not placing on ADA paths of travel**

- For **"A-Frame Placement Maps"** that show strategic and recommended placements tailored to your event or directional needs, **please email bmora@swccd.edu**

QUICK TIPS **FOR REMOVAL OF A-FRAMES:**

- Input a reminder on your calendar for a "Removal Date"
- Keep track of the areas where you placed A-Frames
- **HELP EACH OTHER.** If you come across an A-Frame that has been moved or has toppled over, please lend a hand by placing it back in place and standing it upright.
- **RETURN A-FRAMES TO CORRESPONDING OWNER(S).** If you borrow A-Frames from a deparment, please be curteous by returning them to their corresponding location.

LAWN SIGNS

- Due to an influx of lawn signs being placed throughout campus and staked into the campus ground, we ask that you **refrain from ordering any lawn signs that are for inserting into grass.** We will be developing a plan and placement maps to determine select areas for future placement and will provide further updates once in place.

- **Facility and Grounds sprinklers systems have been impacted** when lawn signs are placed throughout our campus without prior approval or notice, therefore we thank you for your patience as we develop these next steps.