UNIVERSITY OF NEBRASKA
UNK
KEARNEY

Effective: 10/1/2017

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Responsible University Offices:
UNK Communications and Marketing
UNK Student Engagement

Responsible University Administrators:
Sr. Director of Communications & Marketing
Director of Student Engagement

Policy Contact:
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Policy on Posting Materials, Display of Signage on University Property

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Scope

This policy applies to all individuals and groups seeking to temporarily post messaging materials and signage on University property. Events and activities sponsored by Recognized Student Organizations receive priority for available space. Distribution of printed matter is addressed in the Campus Use of Facilities policy.

Policy Statement

The University of Nebraska at Kearney is committed to best practices in the design and placement of signage on its property. Temporary posters, signage, banners, flags and similar messaging displays (including digital boards and messaging) posted on University property must receive approval.

Reason for Policy

To standardize the look and placement of advertising and messaging, streamline approval processes and ensure content relevance and legality. The University's goal is to enhance visibility for events and activities while maintaining campus aesthetics and minimizing conflicts, all within a structured, compliant framework that encourages clear and consistent graphics, typography and messaging.

TYPES OF CONTENT PERMITTED

1) Event promotions sponsored or coordinated by Recognized Student Organizations and other campus groups, offices and departments.
2) Welcome messages for special guests.
3) Information for events hosted on campus by an external partner (e.g. state speech, all-state choir, athletic championships).
4) Directional / wayfinding signage.
5) Messages and content relating to social or current events. The University encourages posted content to maintain respect and civility.

RESTRICTED CONTENT

1) Personal messages/content, items for sale, job postings, political campaign messaging or non-public private events.
2) Commercial ads are prohibited, with some exceptions for corporate sponsors.
3) Any other content not expressly permitted by this policy.

Locations

Unless otherwise outlined in this Policy, posting of signage or other materials will only be allowed in certain designated public areas.

1) **Indoor:** Permitted on designated digital and bulletin boards in all buildings with appropriate approval as outlined in this Policy.
2) **Outdoor:** Nebraskan Student Union, Cope Fountain, Bell Tower. Other locations are considered on a case-by-case basis.

Note: Some bulletin boards are restricted for departmental or residence hall-specific use only. The building supervisor, department head or designee is responsible for authorizing.

Procedures

Approval – Mandatory from Student Engagement, UNK Communications or designated authorities such as: advisers, student affairs and residence life designees. All posters must bear UNK's approved "checkmark" stamp for display.

Posted Signs / Bulletin Board Posters

1) **Content –** Must include event date, time, location and sponsor / hosting organization
2) **Locations –** Post on boards designated for general or event-specific announcements. These are in high-traffic areas such as the student union, library, main concourses and hallways, and building lobbies. Avoid department-specific boards unless authorized.
    a) Posters may be displayed up to 2 weeks before an event, with some exceptions granted on request
3) **Display & Prohibited Surfaces –** Use pushpins, not adhesives. No hanging on painted walls, doors, windows, trash receptacles, trees or poles.
4) **Size –** Preferred 8.5"X 11" and Max 11" X 17"
5) **Restrictions –** No commercial ads or duplicates on the same board.
6) **Removal –** All signage must be removed within 72 hours following the conclusion of the event.

Banners

1) **Material –** Use only professional vinyl or printed banners. No sheets or homemade banners. Must look professional and be in good condition.
2) **Location & Timing –** Hang in the Student Union Atrium up to 2 weeks before an event. Registered Student Organization events get priority.
3) **Restrictions & Placement –** No banners on exteriors of buildings. Must not obstruct views, exits or create safety hazards.
4) **Size –** General use: Max 3'x6' and Special events: Up to 4'x8'.

Table Tents

1) **Sponsor & Design –** Show sponsor's name, stand upright, max size 5"x7" folded.
2) **Pre-Assembly & Material –** Tents must be assembled prior to distribution: no flashing lights or sound.
3) **Permitted Locations –** Allowed in food courts, lounges and study areas.
4) **Space & Timing –** Unauthorized table tents will be removed. Placement may be restricted during high-traffic times.
5) **Approval & Removal Process –** Pre-Approval by Student Engagement and/or UNK Communications is required. Must bear UNK's approved "checkmark" stamp. All table tents must be removed within 72 hours following the conclusion of the event.

Staked Signs, Yard Signs and A-Frames / Sandwich Boards / Sidewalk Signs

1) **Dimensions –** Staked signs: Max 18" x 24"; A-frames: Max 36"x36"
2) **Quality –** Must be professionally made and in good condition.
3) **Location –** On lawns or alongside sidewalks, at least 18 inches from edge.
4) **Restrictions –** No signs in landscaped areas, blocking entrances or in public right-of-way along streets.
5) **Timing –** May post directional signs on the day of the event only. Others displayed up to 2 weeks. No long term temporary signage. Exceptions need approval.
6) **Approval & Sticker –** Must bear UNK's approved "checkmark" stamp / sticker.
7) **Removal –** Take down within 36 hours post-event.
8) **Prohibited –** Permanent signs, metal "real estate" signs and hand-made signage.
   Rocks or similar objects with decoration or writing are prohibited.
   Placement of material on vehicle windshields is prohibited.
9) **Weather Conditions –** Signs must be secured to withstand weather conditions, but without damaging the ground or surrounding area.

Sidewalk Chalk

1) **Design Approval –** Notify Student Engagement and submit a sketch or detailed description with your organization's name for approval.
2) **Materials –** Only water-soluble chalk (sidewalk chalk) is allowed. The use of markers, paints, oil-based products, or sprayable chalk is prohibited.
3) **Timing –** Chalk up to 4 days before and 3 days after an event. Wash off when done.
4) **Compliance –** Messages that contain profanity, obscenities, hate speech or are viewed as inappropriate or not consistent with UNK's mission will not be approved.
5) **Size –** Maximum size 8x6 feet; No more than 2 designs in a "series" allowed.
6) **Locations and Boundaries –** Permissible on sidewalks. Keep 30 feet from building entrances. No chalking on walls, ramps, steps, brick or under any awnings.

7) **Preferred locations**
   a) Nebraskan Student Union Courtyard
   b) Cope Fountain and area extending north to Nebraskan Student Union and south to Bell Tower and campus quad; Other locations need approval.

Donation, Charity Boxes
One (1) box per group is preferred – Five (5) total allowed. 24x24x18 is preferred size.
Specific containers provided by Residence Life must be used in Residence Halls.

1) **Placement:** Must be placed in approved locations for a period not exceeding 21 days.
2) **Labeling:** Boxes must be labeled with the organization's name and contact information, what is being collected and who it is going to. Publicity must remain on box itself.
3) **Allowed Items:** Non-perishable foods, clothing, school supplies, toys, books, eyeglasses, kitchenware, children's items and personal hygiene products. All items should be specified on the donation box and the request form.
4) **Prohibited Items:** Perishable foods, cash, medications, electronics, pet food or supplies, cosmetic samples or anything determined to pose a safety issue.
5) **Maintenance:** Must be monitored & emptied regularly by sponsoring organization.
6) **Priority:** Limited to UNK organizations and employees; No third-party access.

Prohibited items:
Rocks or similar objects with decoration or writing are prohibited.
Placement of material on vehicle windshields is prohibited.

Oversight and Submission Process

UNK Communications and Marketing, Student Engagement and others monitor and oversee all signage on campus. Temporary posting in the above designated areas requires the approval of one of the following Contacts for Approval below:

Note: Non-University individuals, third-party organizations or entities seeking to campaign, solicit, promote goods or services, and/or distribute materials on UNK property must have approval of the Sr. Director of Communications and Marketing, Vice Chancellor of Enrollment Management and Marketing, and/or Vice Chancellor for Business and Finance. These activities may be prohibited near the entrance / approach to specific events and venues drawing large crowds.

Contacts For Approval

Subject	Contact	Phone	Email
Student / Campus Organizations	Student Engagement Office	308-865-8523	nsu@unk.edu
Campus / Community Orgs.	Communications & Marketing	308-865-8454	gottulatm@unk.edu
Campus / Community Orgs.	Communications & Marketing	308-865-8453	meanskr@unk.edu
Residence Halls	Residence Life	308-865-8156	allbrightmd@unk.edu
Community Organizations	Administration	308-865-8455	bartlingkh@unk.edu
Community Organizations	Administration	308-865-8206	wattsjc@unk.edu

Forms

Digital Signage Guidelines https://www.unk.edu/ccr/digital-signage-guidelines.php
“Flag Use and Display” policy https://www.unk.edu/about/files/flag-use-policy.pdf
“Interior Signage policy https://www.unk.edu/about/compliance/files/interior-signage-policy.pdf

Related Information

1) Temporary signage and similar messaging products must include UNK’s approved “checkmark” stamp and/or sticker for display.
2) Posting on University property not specifically designated, as above, will be removed.
3) The individual or group sponsoring a poster or similar product is responsible for removing it immediately following date of event or activity. However, custodians or anyone else may remove a temporary sign after the event’s conclusion.
4) Any signage, posting or chalking that violates any federal or state law, the University of Nebraska Student Code of Conduct or any other policy of the University of Nebraska is prohibited of will be removed. Examples of impermissible content include materials that are obscene, that convey an imminent threat of physical harm to specific individuals, that disclose confidential information without appropriate authorization, or that cause a substantial disruption to the educational environment or University operations.

History

Replaces, Consolidates and Amends previous policy on posting materials (10-17-23)
Removed language about handing out materials (covered in facility reservation policy (9/15/26)