



LOYOLA UNIVERSITY MARYLAND

— 1852 —

POSTING GUIDELINES

A. Purpose Statement

The purpose of these guidelines is to ensure that departments can publicize campus events and activities to ensure campus participation and, at the same time, protect the University's physical assets. These guidelines outline requirements and expectations for all signs, notices, flyers, posters, banners, table tents, freestanding signs, indoor displays, and outdoor displays posted on Loyola University Maryland's property.

B. Students, Faculty, Staff and Administrators Responsibilities

1. Students are required to follow the Student Posting Policy that can be found on [The Bridge](#).
2. Faculty, Staff and Administrators should follow the guidelines below to ensure a successful event while protecting university assets.

C. Guidelines

1. Signs

- a. **Painters tape (blue and green) are the only materials allowed to attach signs**, unless using push-pins to post on appropriate bulletin boards. The use of Duct, Scotch, or Masking Tape, glue, and paste is strictly prohibited.
- b. Materials may not be placed on glass, painted, wood, varnished, or elevator surfaces, or exterior doors, light posts or railings.
- c. Signs may be posted for up to two weeks and should contain the name of the sponsoring organization, the date, time, and location of the event.
- d. Flyers, posters, and banners may not be placed on the ground as this poses a safety hazard.
- e. The Visual and Performing Arts Department has exclusive rights for postings in the DeChiaro Art Gallery hallway.
- f. Materials promoting the use of alcohol or other controlled substances, including activities at bars/clubs where alcohol is served; as well as materials slandering, ridiculing or maligning an individual or their family, are prohibited.
- g. All signs and displays must be in line with the Jesuit, Catholic mission of Loyola University Maryland.
- h. All signs and displays must comply with all existing Loyola University Maryland policies.
- i. Materials to be displayed in the residence halls must also be approved by Residence Life and Housing.

- j. Materials to be displayed on tables inside of any Dining Services location must also be approved by Dining Services.

2. Digital Signage

- a. All digital signage must be sent to digitalsignage@loyola.edu for review and posting.
- b. Digital Signage is encouraged to support University sustainability initiatives and maximize effectiveness.
- c. Digital Signage to be displayed in the residence halls must also be approved by Residence Life and Housing.

3. Freestanding Signs, Indoor Displays, Outdoor Displays (including campus decorations), Banners, and Chalking (for academic purposes only)

- a. Any freestanding sign, indoor/outdoor displays (including campus decorations), or banners must be approved by a committee of campus administrators.
- b. All requests must include a detailed description of the sponsoring campus organization, the purpose of the display, and the display's physical appearance including the dimensions, and the time frame of the display.
- c. Mini flag displays on the academic quadrangle are not permitted.
- d. Requests must be submitted at least two weeks prior to the display [The Bridge](#).
- e. Freestanding signs, indoor/outdoor displays, or campus decorations may be posted for up to 2 days (48 hours). The sponsoring campus organization is responsible for install and removal of these signs/displays/decorations. [Note: University reserves the right to request early removal due to University events or service delivery requirements.]
- f. Any freestanding signs, indoor/outdoor displays, or campus decorations in Boulder Atrium (Interior), the Maryland Hall Circle (exterior), or the patio terrace outside of McManus Theatre (exterior) must be coordinated through Event Services.
- g. Chalking is for academic purposes only and should be scheduled two weeks in advance through Events Services.
- h. Banners will be removed at the end of the semester. Banners installed on the Maryland Hall bridge may be removed after one month. Posting and removal schedule will depend on campus activities and demand for the use of this space. [Street and light pole banners, DGA fencing and other areas on campus are reserved for University communication and branding.]
- i. Helium balloons are prohibited in Boulder Atrium and McGuire Atrium for fire safety purposes.

4. Other

- a. Paints, and markers should not be used on any surface.
- b. Materials may not be placed in any one area in excessive numbers and may not cover other signs.
- c. The only exceptions are the Fine Arts Department (McManus Lobby Window) and walls covered with white board paint where dry erase markers are available.

- d. It is the responsibility of the sponsoring organization to remove all materials. Recycling is strongly encouraged.
- e. Maliciously destroying/defacing others' publicity will result in either administrative or disciplinary action.

D. Non-Compliance

- a. Any materials posted in a manner that does not respect these Guidelines may be removed and recycled.
- b. Failure to comply with these guidelines by Administrative and Academic departments will result in maintenance costs to repair damaged surfaces.

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