

Emory University Temporary Outdoor Signage Guidelines

Note: These guidelines aim to address the proliferation of temporary outdoor signage typically used by administrative units, schools, departments, and centers for university-funded activities. These are not intended to prohibit any conduct permitted under Emory's [Respect for Open Expression Policy](#). Rather, they have been prepared in compliance with that policy, which allows posting policies and banner reservation rules as long as they are not unreasonable in terms of access, time frame, requirements, or costs to the group. Under these guidelines, and consistent with Emory's [Respect for Open Expression Policy](#), no nonpersonal expression will be denied because of the content of the flyer, sign, or display within the limits of the law.

Temporary outdoor signage typically refers to any exterior sign positioned on the Atlanta and Oxford campuses designated for university-related events, advertising, promotions, announcements, and related wayfinding. These signs are designed for temporary use and should not be substituted for permanent signage. Temporary outdoor signage includes, but is not necessarily limited to yard signs, building banners, A-frames, pop-up banners, feather flags, building projection, and outdoor digital signage.

These guidelines are managed by the Division for Communications and Marketing and Campus Services. All temporary outdoor signage must comply with applicable building posting policies. These guidelines work in tandem with other institutional policies and guidelines, including open expression, housing, postings, and advertising for student organizations.¹ To the extent other official institutional policies address temporary outdoor signage, those other policies take precedence over these guidelines. Temporary outdoor signage that does not comply with these guidelines will be removed. Please contact signage@emory.edu with any questions related to these guidelines.

Temporary outdoor signage may be considered with the following restrictions:

1. All temporary outdoor signage must adhere to Emory's [brand guidelines](#).
2. Temporary outdoor signage may not be used for non-institutional messaging, including commercial advertising or messaging related to political campaigns and elections.
3. Signage that is tattered, faded, torn, or related to an event that has already occurred will be removed.
4. Administrative units and schools will assume production and installation costs for temporary outdoor signage.
5. All contracted vendors must adhere to these guidelines. Third-party vendors are prohibited from installing temporary outdoor signage without formal authorization from the Division for Communications and Marketing or Campus Services. Administrative units and schools may not independently hire third-party vendors for signage installation on campus without approval from the Division for Communications and Marketing and/or Campus Services.
6. Signage that is removed will not be returned.

Yard Sign Guidelines

Yard signs are prohibited on the Atlanta and Oxford campuses. The university offers extensive options for event promotion and notifications via digital signage, newsletters, and email communications. These tools should be used for event promotion.

¹ Key Policies: [Respect for Open Expression Policy](#), [Posting Guidelines and Practices](#), [Resident Hall Posting Policy](#), and [Advertising and Marketing Guidelines for Student Organizations](#).

Exceptions:

- Yard signs may be used for wayfinding for special events hosted by the university, schools, or departments. Signs must be removed after the event.

Building Banner Guidelines

Banners are prohibited on the exterior of any building façade, parking decks, or physical structures on the Atlanta and Oxford campuses.

Exceptions:

- Building banners are allowed for official institutional communications and programming only.

A-Frame Guidelines

A-Frames are prohibited on the Atlanta and Oxford campuses.

Exceptions:

- A-Frames may be utilized for wayfinding for special events hosted by the university, schools, or departments. A-Frames must be removed after the event.
- A-Frames can be used for campus notification efforts for Emory-owned or contracted services—including dining, cafes, bookstores, parking decks, etc. A-Frames must be placed within 5 feet of the entrance to related campus businesses, while not blocking egress. A-frames outside of the designated area will be removed.

Pop-Up Banners and Feather Flag Guidelines

Pop-up banners and feather flags are prohibited on the Atlanta and Oxford campuses.

Exceptions:

- Pop-up banners and feather flags are only allowed for institutional programming. These banners and flags may not be used to market the event before the event itself.
- Any schools or departments seeking signage that creates holes in the ground should contact signage@emory.edu.

Projection, Projection Mapping, and Lighting on Campus Buildings and Structures

Projection on the exterior of any building façade on the Atlanta or Oxford campuses is prohibited. Projection includes using videos, images, words, and specialized lighting techniques projected onto the surfaces of buildings. Projection is not allowed on any external surface of the building, or any visible areas from the exterior of the building.

Exceptions:

- Projection, projection mapping, and lighting are allowed for institutional communications and programming.

Outdoor Digital Signage

Outdoor digital signage is prohibited on the Atlanta and Oxford campuses.

Exceptions:

- Outdoor digital signage is allowed for official institutional communications and programming.

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