

Emory University Light Pole Banner Guidelines

Light pole banner installations are overseen by the Division for Communications and Marketing (C&M) and Campus Services (CS).

Guidelines and Limitations for Light Pole Banners

Institutional banners highlight Emory's distinctive brand elements and serve as semi-permanent fixtures on campus. Light pole banners are designated for institutional use only. A small number of light poles can be reserved for university departments and units for special observances—including museum exhibitions and yearlong campaigns. Please contact the Division for Communications and Marketing (signage@emory.edu) for light pole availability.

Requests for banners on light poles may be considered with the following restrictions:

1. All light pole banners must adhere to [Emory's brand guidelines](#).
2. Banners will be placed in designated areas in consultation with C&M and CS.
3. Schools and units can request light pole banners. Preference for placement will be given to units displaying messages that appeal to the full campus community, school anniversaries, and key initiatives and requesting placement adjacent to their physical locations.
4. CS Staff may remove banners without notice that are tattered, faded, torn, or related to an event that has already occurred.
5. Light pole banners must be used for long-term messages with a minimum posting of 8 weeks.
6. Departments will assume installation and design costs for light pole banners they are requesting.
7. CS will manage the printing and installation of all banners and signage. A request for signage form must be submitted at least six weeks before the printing and installation of the light pole banner.

CS Staff will remove any banners that do not meet the guidelines set forth above.

Updated July 2024