



**TEXAS A&M**  
UNIVERSITY®

**Texas A&M Campus Banners**  
**Procedures for Building & Light Pole Banners**

Office of the University Architect

October 2024

# Campus Banners

## Building Banners

### *Typical Request Process for Installation of Building Banners*

Banners displayed on building exteriors are used to celebrate special events or acknowledge significant dates for programs, buildings, and/or achievements. All exterior banners require approval. Allowable types of banners typically fall into one of two categories:

- **Event Banners:** May be installed for up to 3 weeks; 1 week before the event, 1 week during the event, and 1 week after the event.
- **Anniversary Banners:** May be installed for up to 1 year (the year being celebrated), but must be removed 1 year to date from the date of installation.

**Banners utilized as a wayfinding tool are not in alignment with the allowable categories/the Campus Master Plan and will not be approved.**

Banner requests must be submitted in writing to the Office of University Architect and routed through the appropriate dean or vice president. Requests should be sent to [universityarchitect@tamu.edu](mailto:universityarchitect@tamu.edu) with a subject line to state “Banner Installation Request.”

Approval will be required from the Office of University Architect and the Division of Marketing and Communications.

Requests should include the following:

- Memorandum requesting approval for the use of either an Event Banner or an Anniversary Banner, and justification for the display of the banner.
- Timeline of banner display, in compliance with the above outlined timelines for installation and removal.
- Detailed location of banner and methods of attachment, as well as any repair or restoration required upon removal.
- Dimensional size of banner.
- Banner content/graphic layout (should be concise and to the point).
- Logistical support needed from university entities for installation and removal.

### *Banner Installation*

- Upon receipt of approval, the requesting entity must coordinate with the appropriate university organizations/entities required to support the installation.
- Banner installation must be of a high-quality nature and installed by a bonded and insured installer.

- Drilling and/or damaging brick or stone is prohibited. Mounts may be placed into the mortar between brick or stone. Mounting to other surfaces requires prior approval and should be done in a manner that minimizes damage.

#### *Banner Removal*

- Prior to expiration of the display period, the requesting entity must coordinate with the appropriate university organizations/entities required to support the removal. This includes providing the specific date for removal.
- Any cleaning or maintenance associated with repairing holes, or damage to the building must be addressed at the *time* of removal at the expense of the requesting entity.
- Any damage to the grounds (e.g., turf grass, irrigation, etc.) must be addressed at the time of removal at the expense of the requesting entity.

#### *Banner Costs*

- All costs associated with banner development, production, installation, and removal are the responsibility of the requesting entity.

## Light Pole Banners

#### *Typical Request Process for Installation of Light Pole Banners*

Banners displayed on exterior light poles (street or parking lot light poles) are used to celebrate special events or acknowledge significant dates for programs, buildings, and/or achievements. All exterior banners require approval. Allowable types of banners typically fall into one of two categories:

- **Event Banners:** May be installed for up to 3 weeks; 1 week before the event, 1 week during the event, and 1 week after the event.
- **Anniversary Banners:** May be installed for up to 1 year (the year being celebrated), but must be removed 1 year to date from the date of installation.

**Banners utilized as a wayfinding tool are not in alignment with the allowable categories/the Campus Master Plan and will not be approved.**

Light pole banners must adhere to the following requirements:

- Banner size for safety reasons should not exceed the recommended size per engineering evaluations for that specific install location with a size limit of 32" x 96" not to be exceeded.

- Banners are limited to one per light pole.
- Banners are not allowed on sidewalk light poles, only the larger street and parking lot light.
- Banners shall be adhered with proper and approved mounting hardware.
- Banner height should not be lower than 20 feet (20'-0").
- Banners should have graphics on both sides.
- Graphic design should be approved by Marketing and Communications. Contact Laura Root at: [laroot@tamu.edu](mailto:laroot@tamu.edu).

Banner requests must be submitted in writing to the Office of University Architect and routed through the appropriate dean or vice president. Requests should be sent to [universityarchitect@tamu.edu](mailto:universityarchitect@tamu.edu) with a subject line to state "Banner Installation Request."

Approval will be required from the Office of University Architect, the Division of Marketing and Communications, and Utilities and Energy Services.

Requests should include the following:

- Memorandum requesting approval for the use of either an Event Banner or an Anniversary Banner, and justification for the display of the banner.
- Timeline of banner display, in compliance with the above outlined timelines for installation and removal.
- Detailed location of banner and methods of attachment, as well as any repair or restoration required upon removal.
- Dimensional size of banner.
- Banner content/graphic layout (should be concise and to the point).
- Logistical support needed from university entities for installation and removal.

#### *Banner Installation*

- Upon receipt of approval, the requesting entity must coordinate with the appropriate university organizations/entities required to support the installation.
- Banner installation must be of a high-quality nature and installed by a bonded and insured installer.
- Banner mounting hardware must be of a type manufactured by *BannerSaver* or equivalent. Equivalence will be based on the ability of the mounting hardware to spill the air around the pole. Utilities and Energy Services will be the approvers regarding alternate options for equivalence.

### *Banner Removal*

- Prior to expiration of the display period, the requesting entity must coordinate with the appropriate university organizations/entities required to support the removal. This includes providing the specific date for removal.
- Removal of banners, includes removal of the associated mounting hardware.
- Any cleaning or maintenance associated with damage to the light poles must be addressed at the time of removal at the expense of the requesting entity.
- Any damage to the grounds (e.g., turf grass, irrigation, etc.) must be addressed at the time of removal at the expense of the requesting entity.

### *Banner Costs*

- All costs associated with banner development, production, installation, and removal are the responsibility of the requesting entity.