GENERAL GUIDELINES ON DISPLAY OF BANNERS, STREAMERS and VERTICAL LAMP POST BANNERS WITHIN UNIVERSITY CAMPUS' COMMON AREAS

1. DESIGN / APPROVAL PARAMETERS

- The event name must be prominently displayed in all tarpaulin banner/streamer designs. If the event name appears over an image, the event name must be clearly visible. Font size and font color used for the event name must ensure its maximum visibility. The event logo/AdMU logo may appear in the main body of the banner/streamer but should comply with the ADMU VID (Visual Identity Device) guidelines.
- Event date, venue/s, and sponsor/organizing department/office must be clearly indicated
- Each banner/streamer must contain details of one event only.
- Only the following information is allowed on the banner/streamer:
  I. Name of Event
  II. Date of Event
  III. Venue
  IV. Sponsor/Organizing department/unit (Text only. NO PHOTOS)

- The design/content should be approved by the department/unit, CFMO, and UCPRO as applicable.
- Banners and Streamers intended for commercial, advertisement, election or political campaigns are not allowed.
- CFMO reserves the right to reject designs that are found to be unsuitable and non-compliant with guidelines and parameters set.

2. DIMENSION

- Vertical banners for installation on main campus roads designated street lamp post display areas must conform to the standard size.
  
  >> 2 feet (610mm) W x 8 feet (2,440mm) H – Vertical position

- Horizontal banner for installation inside the fence between Gate 2 and Gate 2.5
  
  >> 78 feet (23,780mm) L x 6 feet (1,829mm) H – Horizontal position

Strict compliance with the above-stated dimensions must be observed to ensure consistency/standardization and proper/safe mounting on designated areas and respective holders.

3. DURATION

- The display of banners and streamers may be allowed up to a maximum of one (1) week. Removal should be done right after the allowed display duration.
- In the event of any University-wide event that will require the posting of banners/streamers, priority on the use of these authorized banner/streamer display areas will be given to the said event.
- All expired banners/streamers on display shall be removed by the Central Facilities Management Office without prior notice.

4. LOCATION/ COMMON POSTING AREAS

- Street lamp posts with vertical banner/streamer provisions are situated along the main Loyola Heights campus roads (University Road, Fr. Masterson Road, Seminary Road) whereas the horizontal banner/streamer structure is situated inside the fence between Gate 2 and Gate 2.5.
- Display allocation for all banner/streamer structures is on a “First come, first served basis”.
- No banners/ streamers shall be posted on the Katipunan fence, Ateneo gates, posts or other areas not specified in the common posting areas.
- All unauthorized banners/streamers on display shall be removed by the campus security accordingly without prior notice.

5. SET-UP

- For purposes of installation standards and safety requirements, only the CFMO Job Request Section is allowed to install and remove duly authorized banners and streamers. A minimum of 2 days delivery of banner/streamer material (excluding Sundays and holidays) is required prior to the display date for efficient allocation of resources.