



Signage Guidelines

To maintain an informative, safe and accessible environment in the Elliott Student Union (ESU), the following guidelines for signage should be adhered.

General Guidelines

- The ESU determines and designates the locations within the building where promotional material may be displayed or placed.
- Signage must provide current information.
- Organizations or departments are responsible for taking down their own material; however, outdated signs or signs placed in locations not approved by ESU staff will be removed or disposed of by ESU staff.
- Signage must use appropriate rhetoric.
- Promotional material will not be posted on exterior doors. Exceptions include informational materials relating to ESU operations (i.e., hours of operation, etc.)
- The ESU is not responsible for any damage to posted material or items while they are on display or when the material is removed by ESU staff.
- The ESU reserves the right to refuse any posting or display which does not comply with the criteria listed, which does not comply with University policy, or which is deemed inappropriate for a major public gathering location on campus. For example, items may be deemed inappropriate if they interfere with the creation of a University environment which is free from illegal discrimination and harassment based upon age, color, creed, disability, gender identity, national origin, race, religion, sex, sexual orientation, veteran status or other protected class.
- The ESU reserves the right to temporarily remove items during specific events.
- Posting is allowed on the designated bulletin boards only with prior approval from the Office of Student Activities.
- No taping, stapling, tacking or adhering to any walls, windows, or furniture in the building (including concrete) is allowed. This includes all sidewalks around the building. All damages will be assessed to the sponsoring group or individual.
- Special requests can be directed to ESU staff.

Easels / Sign Holders

- Easels / Sign Holders for events in the ESU must be reserved through 25Live at the time of event request.
- ESU staff reserves the right to relocate placement of easels/ sign holders if needed.

Bulletin Boards

- Bulletin Boards are monitored and updated by the Office of Student Activities.

Digital Signage

- To allow the UCM community the opportunity to reach ESU visitors, procedures for Digital Signage System have been adopted.
- Digital Signage ad requests will be considered for registered student organizations and UCM departments. Contact todaro@umco.edu for procedures.

Display Cases

- Student organizations and UCM Departments are eligible to reserve display cases to highlight their organization or event in the ESU.
- Reservation requests are made by emailing nicas@ucmo.edu and jkhunt@ucmo.edu

Partners

- ESU partners may display or distribute promotional materials inside their respective areas.
- Partners must seek approval from Elliott Student Union staff before placement of signage in/on walk-ways, atrium, exterior doors and interior walls.
 - USBank, Office of Student Activities, Sodexo, Military & Veteran Services, Office of Accessibilities, Center for Global Education, Center for Multiculturalism and Inclusivity, Success Advising Center, Smiser Alumni Center, Success Advising Center, University Bookstore, and Meeting & Conference Services.

Exterior Signage

- Outside signs must follow the guidelines outlined in the UCM Campus Signage Policy.
 - ESU staff will monitor signage placed directly outside of the Union. Signage not following guidelines will be reported to UCM Signage Committee.