

STANDARDS: CAMPUS LAMPPOST BANNERS

OBJECTIVE

- Leverage lamppost banners to create a consistent tone and feel across the entire campus. Banner messaging will include current university brand themes and collectively communicate a sense for who we are as a university.

RESPONSIBLE OFFICE

- University Communications and Marketing with Infrastructure Planning and Facilities

AUDIENCES

- Primary Audience (External)
 - People visiting campus – prospective students, parents, alumni, partners, and prospective faculty
- Secondary Audience (Internal)
 - Those on campus – students, faculty and staff

MESSAGE CRITERIA

Acceptable messages for banners include the following:

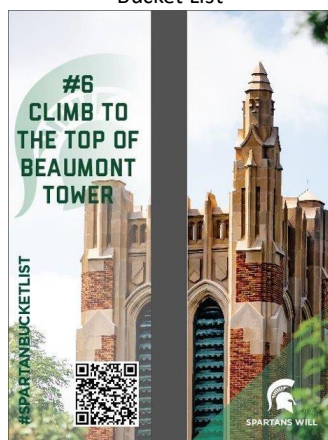
1. University messages featuring key initiatives, pride points or values.
 - a. Brand messages or University pride points
 - b. University initiatives identified by the president or provost
 - c. Occasional major university milestones or anniversaries (i.e. 60/50, Sesquicentennial)
 - d. Wayfinding for entering and exiting each campus zone
2. Cultural events and exhibits used to highlight key exhibits, shows, and events for primary MSU venues outside facilities that attract public traffic: Wharton Center, Broad Art Museum, MSU Museum, and Department of Theater and Music
3. Athletics events and/or seasons located around athletic facilities
4. Neighborhoods to reinforce benefits of living in MSU Neighborhoods (located around Neighborhoods)

Unacceptable messages for banners include the following:

1. College, program or unit anniversaries, milestones, or initiatives
2. Wayfinding for a specific location or to identify buildings
3. Short-term events, exhibitions, or initiatives that require frequent turnaround
4. Retail used to promote/advertise individual products or services
5. External organizations not affiliated with MSU

Examples:

Bucket List



Pride Points



UGC

