Trent Durham GTA Poster Policy

Preamble

This procedure outlines the guidelines and restrictions for posting advertisements, flyers, notices, or other documents on the walls at Trent University Durham.

While it is the understanding of the university to allow for free speech, it is expected that when displaying posters, groups will ensure they adhere to university policies. All posters should be in keeping with the strategies for accessibility guidelines.

Definitions

A 'poster' refers to any poster, notice, or advertisement which announces activities or events, conveys information about clubs or other organizations, or serves a similar purpose.

An 'Event' poster refers to a poster advertising a one-time date. (For example: Halloween Trivia on October 31.)

A 'Recurring Event' poster refers to a poster advertising an event that is recurring (For example: a Club meeting every Tuesday at 2 p.m.)

An 'Informational' poster refers to a poster advertising the availability and hours of a service or function in or outside of Trent Durham. (For example: Trent International Office Hours, DRCC information, etc.)

A 'Community' poster refers to flyers which promote engagement information from students to their peers (For example: Participation in studies and research projects, band tryouts, etc.)

Poster Approval

For any posters to be "approved" on campus, they must follow the below administration, formatting and procedural guidelines established by Communications and Student Life.

Any Trent Durham Student Association group or club poster must first be approved by the TDSA and need to contain the Trent Durham Student Association stamp before they can be posted.

Poster Administration

The new policy establishes unique posting zones on campus, each designated for one of the four categories of "Events," "Recurring Events," "Informational," and "Community" posters.

As demonstrated in **Exhibit A**, all 'Event', "Recurring Event" and 'Informational' posters must be placed using the hanging railings in the designated poster areas. 'Community' posters will be placed on the old Events bulletin board by A115 and so will be hung using thumbtacks. Any posters using any other means of adhesion, or being placed outside of these zones, will be subject to removal.

The quantities and locations of postering zones on campus are illustrated in **Exhibit B.** There will be five (5) unique zones for each category of "Event", "Recurring Event" and "Informational" Posters. There will be two (2) unique zones for "Community" postings.

Only one (1) poster can be posted per area; as such, the maximum quantity that any given poster can be printed and posted on campus is five (5) times. The owners of the posters are responsible for putting up and taking down their own posters within the stated guidelines.

Formatting Guidelines

All posters must adhere to the formatting guidelines as set by Trent Communications and Student Life. These guidelines are illustrated in **Exhibit C** and include:

- A preferred letter-sizing (8.5x11 inches) to maximize space on campus for all posters.
- A clear title and description, and where relevant, a specified time and date.
- Only advertisements of approved events; events "coming soon" are not to be posted.
- Accessible colouring, font selection and images as outlined by Communications.
- A call to action, indicating how readers can participate or sign up for an opportunity.
- Contact information, in the form of an email address
- An expiry date for when the poster must be taken down

Procedural Guidelines

To maximize exposure to upcoming events, event posters will have an expiry period of two (2) weeks and must not be put up no longer than two (2) weeks before the scheduled event. Informational and community posters have an expiry period no later than the end of each semester and must be updated for the new time-period.

Spots for these posters are available on a first-come, first-served basis. To ensure that all clubs and organizations have space for postering on campus, any club or department will be limited to two different posters per designated poster zone at any given time.

Restrictions

All bulletin boards that are designated for a specific use cannot be posted on without the consent of the board owner. This includes hallway, and program specific, bulletin boards.

Posters for the washroom advertisement placement containers are not available without explicit permission from Student Affairs.

Exceptions

During the Trent Durham Student Association Elections, candidates will be allowed to place their own posters around campus, on any wall (except for red brick and glass walls) without adhering to the common zone guidelines. Candidates must follow the rules and guidelines as set out in the TDSA Elections Policy. Masking tape is preferred, and no sticky tac is to be used.

Posters existing for directional or safety purposes will also be permitted to be placed outside of the indicated zones (for example: the location of the Print and Post).

Failure to Comply

If posters do not follow the stated guidelines, the event organizers will be contacted and advised how to improve their poster format. If, after previous communications, there are repeated instances of not adhering to this policy, the posters will be subject to removal.

Review

Review protocols for this policy will occur annually, after the commencement of the 2023 winter term by Trent University Durham Student Affairs and Communications.

Exhibit A: Poster Railings

Building A:

Water Fountain (Recurring Events/Upcoming Events)

A116 (Community Board)

East Washrooms (Campus Information/Recurring Events)

West Washrooms (Campus Information)
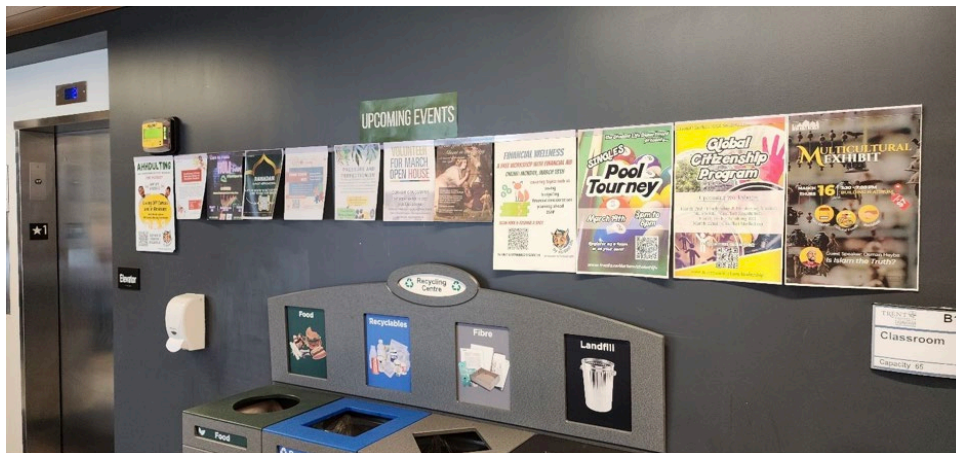
West Washrooms (Upcoming Events)

Front Hallway (Upcoming Events/Recurring Events)

Building B:

1st Floor Elevator (Upcoming Events)

1st Floor B112 (Campus Information)

2nd Floor Elevator (Campus Information)

2nd Floor East Stairwell (Upcoming Events/Recurring Events)

Exhibit B: Map of Poster Zones [UPDATE]

Community Board
Events Posters
Information Posters

Exhibit C: Poster Formatting Guidelines

SECTION 1: TITLE & FORMAT

➡️ Leave some blank space at top of poster for display

➡️ Use Letter (8.5 x 11) sized paper to maxmimize available space

INSERT DESCRIPTIVE TITLE HERE

SECTION 2: INFORMATION & IMAGES

➡️ Include desription of event

➡️ Include time, location & date for event

➡️ For campus events: Only advertise approved events

➡️ Follow accessibility guidelines

BRANDING	Use trent fonts and colours where possible
CONTENT	Avoid making the poster too "busy"
COLOURS	Use high-contrast colours & avoid yellow fonts
LETTERING	Use capital letters for headings & sentence case for information
IMAGES	Use appropriate and high-quality images

SECTION 3: CALL TO ACTION

➡️ Include information about how to register for the opportunity

➡️ Direct readers to a website link or include a QR code

SECTION 4: HOST INFORMATION & TAKEDOWN DATE

➡️ Include logo, club title, or name of event host

➡️ Include email or website contact information for host
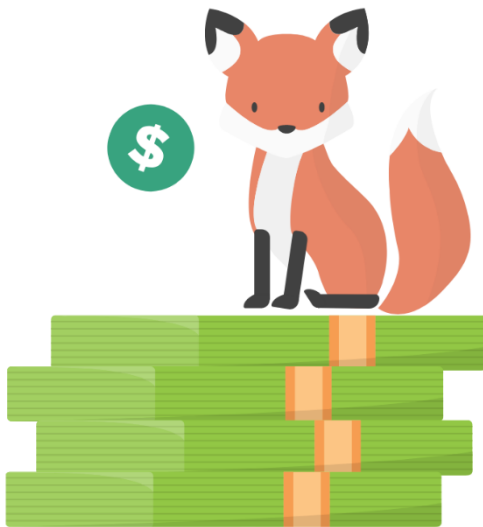
INSERT TAKEDOWN DATE HERE

TRENT UNIVERSITY
DURHAM GREATER **TORONTO** AREA

EXAMPLE OF SECTION 1 ····················

FINANCIAL WELLNESS WORKSHOP

EXAMPLE OF SECTION 2 ····················

A FREE workshop with Financial Aid

Online: Monday, March 13th

Covering topics such as:

Saving
Budgeting
Financial considerations
Planning ahead
and more!

EXAMPLE OF SECTION 3 ············ **EXAMPLE OF SECTION 4**

Scan here to reserve a spot
or email alexshammas@trentu.ca

DURHAM GTA
by student life

remove poster by March 14th 2023

12