

HYRUM MANWARING STUDENT CENTER MARKETING POLICY

Publicity & Promotions

This policy contains guidelines for students and employees regarding publicity of university programs specifically for the Hyrum Manwaring Student Center. All publications, collateral, and promotions must comply with the policy and receive authorization before being placed or communicated on campus. BYU-Idaho University Communications reserves the right to reject any publicity, advertising, solicitation, or communication not deemed appropriate. See www.byui.edu/identity for additional policies and templates.

Commercial Solicitations & Advertising

Selling or soliciting by any outside business, agency, individual, for-profit or non-profit organization is prohibited on campus.

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Booth Space

There are nine total marketing locations in the MC, two by the Information Desk, four in front of the Grand Ballroom, one at the Sky Bridge entrance, and two in the Mall level. Event Management will advise the scheduling part of policies for booths and fliers.

- To schedule a booth space contact Event Management's scheduling office ext. 3120
- No group may schedule a specific marketing space for sequential days.
- A group may use booths over an extended period of time, but they cannot have the same location two days in a row.

Fliers

- An organization must schedule a booth space and a time, to pass out fliers.
- The group will be restricted to the assigned location as if they had a booth.
- The group must stay out of the general flow of traffic.
- Those representing the organization must behave in a dignified manner.
- Yelling or shouting to promote an event is prohibited.
- Fliers must be on approved identity templates

Posters

There are three bulletin boards where standard size posters can be placed. Any posting not within standard size and/or not bearing an approval stamp will be removed from the MC bulletin boards. Employees at the MC information desk will check each board once a week removing expired or unstamped posters.

- All posters must incorporate the official BYU-Idaho identity elements (e.g. official logo, black bar).
- Posters must be on poster-quality paper.
- Posters must be no larger than 13" x 20" and no smaller than 11" x 17".
- No more than one poster per event per bulletin board is allowed.
- Attach to bulletin board by pins only.
- Approval should be requested at 215 Kimball Building.

Oversized Posters

Easels are no longer approved in the MC. Instead frames for posters sized 22"x 28" have been installed. 'Day of Event' stands used for hosting functions, community meetings, or pointing new students to different locations for the purpose of directional signage will continue to be allowed for that particular day only. The MC Information desk will manage the oversized poster frames, to ensure and posters are not displayed for more than the designated time.

- To schedule a frame contact University Communications.
- Oversized posters will go in front of the permanent institutional messages.
- Only one posting for an event per room or hallway will be allowed.
- Use of frames is limited to two weeks.