

Roosevelt University

Policy on Displaying Items in Windows

Policy 8.1

Responsible Executive: Senior Director of Public Relations

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Rationale

The windows in the Auditorium Building and the Gage Building face some of the busiest streets in Chicago – Michigan Avenue, Congress Parkway and Wabash Avenue. As a result they are an ideal way to promote activities at Roosevelt University and the Auditorium Theatre.

Policy

- 1) Roosevelt University encourages using the windows to market the University and the Auditorium Theatre.
- 2) Window displays must be attractive and reflect well on the image and mission of Roosevelt University and the Auditorium Theatre.
- 3) Before being hung, displays must be approved by the Assistant Vice President of Public Relations and the Assistant Vice President of Marketing. They will work together to ensure that displays present the proper image, message and appearance.
- 4) Displays can promote Roosevelt University events, academic programs, history, faculty and students. They cannot promote activities that are not sanctioned by the University.
- 5) Displays will be changed on a regular basis (at least every three to four months) so that the windows are constantly interesting and inviting.
- 6) The window south of the revolving doors on Michigan Avenue is reserved primarily for use by the Auditorium Theatre.
- 7) No college or office has exclusive rights to a window.
- 8) Displays can be made of foam board or cardboard or consist of video monitors. Paper signs, neon lights and flashing lights are not permitted.
- 9) Displays should look good from inside the building as well as outside.

- 10) The University's logo and tagline should be used on displays. Graphically they should follow the University's stylebook.
- 11) A display may not block more than 65% of a window.
- 12) Physical Plant will put up displays to ensure that they are properly hung.
- 13) Displays promoting an event must be removed within 24 hours after the event is completed.