

## CITY OF KAUKAUNA – POLE BANNER GUIDELINES

The following Pole Banner guidelines apply to pole banners donated by private or community groups to the City of Kaukauna for display on public utility poles in City right-of-way.

### DESIGN STANDARDS:

1. City Communication Coordinator has final design approval on all proposed pole banners.
2. Banner artwork is to be set by a professional graphic designer.
3. The City of Kaukauna is to stipulate banner materials and dimensions for fabrication.
4. If images are included on the banner artwork, image resolution must be high enough to not appear blurry when enlarged.
5. No business sponsorship or advertising is permitted on pole banners. Limited term banners (to be hung for a specific event) may have event details such as location / dates.

### PLACEMENT / INSTALLATION:

1. The City of Kaukauna determine placement of banners. Requests for specific banners (of a series) to be placed on specific poles cannot be honored.
2. City of Kaukauna Street Department staff are to install banners. We cannot guarantee an exact date when they will be installed, but will do our best to have banners installed in a timeframe that works for the banner donors.
3. Banners will be displayed for an agreed upon duration of time that does not conflict with regularly scheduled windows of banner displays (such as holiday banners, patriotic banners, summer event banners). The duration of display will be noted in a signed agreement.

4. Banners can be stored by the City of Kaukauna in off-season if they are to be displayed for multiple years. This should be noted in a signed agreement.

#### REPLACEMENT:

5. Pole banners have a limited lifespan. The City of Kaukauna estimates that pole banners will have a minimum lifespan of three years before wear and tear begin to damage them.
6. Banners damaged are not the responsibility of the City of Kaukauna to replace. The City shall be granted a designated contact for replacement of banners. City staff will notify this contact at the end of each banner display period if replacements are needed. Due to the logistics of equipment for banner installation, we will not be able to replace banners mid-season.