Vexilla Resources & Guidelines

UNIVERSITY OF ILLINOIS
This guide to using University of Illinois vexilla (light pole banners located across campus) contains information about policy, process and resources designed to help campus units use this valuable resource.

Vexilla serve a role in branding and marketing specific parts of the university. They also serve a wayfaring function – helping visitors orient themselves. By using approved templates with standard naming conventions, font and size, visitors and others will be better able to quickly determine where they are and what unit of campus is being promoted. (Please note that these standards are stricter than those for other media because of the wayfaring component of vexilla.)

Facilities & Services (F&S) coordinates requests, approvals and placement of all vexilla on campus. Any university college, school, institute, department, division, or other academic administrative unit and committee interested in displaying vexilla on approved poles or physical facilities within the University of Illinois at Urbana-Champaign campus must submit a completed request form to the F&S Planning Division for review and approval.


VEXILLA REQUESTS

The vexilla request form and a map of the light poles on campus where banners may be installed are available at go.illinois.edu/vexilla. The form requires the name of the organization, contact information, approximate number of banners, the type of banner and the display dates. Desired light pole locations should be circled on the map and returned with the request form.

Units should submit the completed request form, prior to production of banners, to the F&S Planning Division no later than one (1) month prior to desired display date. A design may be attached to the request or design assistance may be requested.

VEXILLA DESIGN TEMPLATES

The use of vexilla templates is required. Units may choose the orange option or the blue option found at go.illinois.edu/vexilla. F&S will enter the unit name in the template using the following naming conventions:

Colleges must refer to themselves as “College of ________.” This applies only to vexilla. Alternate naming conventions may continue being used in other media.

Example: College of Engineering (vexilla)
Engineering at Illinois (other media)

Schools must refer to themselves as “School of ________.” This applies only to vexilla. Alternate naming conventions may continue being used in other media.

Example: School of Social Work (vexilla)

Departments and units must refer to themselves as “Department of ________” and “Unit of ________.” This applies only to vexilla. Alternate naming conventions may continue being used in other media.

Example: Department of Physics (vexilla)
Physics Illinois (other media)
Institutes must use their full name.  
Example: Beckman Institute for Advanced Science and Technology

Non-academic units (including independent brands) must use the templated space to identify their specific department, and may include their home department in the free design space.
Example: Illini Union (with “Student Affairs” in the free design space)

Units may provide designs for the flexible content space. The lower template portion is all that is required for meeting campus identity standards.

**REVIEW AND APPROVAL**

The F&S Planning Division and the Architectural Review Committee (ARC) shall review and approve, approve with modification or deny approval of applications within thirty (30) calendar days of submittal. Denied requests may be re-submitted to the F&S Planning Division for re-evaluation, if the criteria for rejection have been appropriately amended or defended.

Upon approval, applicants shall arrange for the production of the banners, arrange for the installation and removal of banners, and be responsible for all costs associated with banner maintenance, installation, storage, and removal.

**BANNER SPECIFICATIONS & COSTS SIZES:**

The height of the light pole on which the banner will be displayed determines the size.

**Small:** 18” x 36” H  
approximate cost $60 each (light poles 16’ to 23’)

**Medium:** 30” x 60” H  
approximate cost: $160 each (light poles 23’ to 30’)

**Large:** 22” x 72” H  
approximate cost: $150 each (light poles 30’ tall and over)

**New Brackets:**
Original Streetpole: $125 per set  
Black Cobra Pole: $150 per set

**Labor:** $167 per hour (plus a $60 one-time lift charge)  
Wind slits: Two at top and bottom of medium and large banners

**PROFESSIONAL SERVICES**

Professional services and advice for campus units are available as a project is being developed. Primary sources of guidance/assistance are:

**Installation, removal and specifications:** Todd Hearn, Facilities Information Resources, 244-2618 and Planning Division of Facilities & Services, 244-8817

**Design compliance:** Banners graphics must comply with Illinois Identity Standards by using vexilla templates created by the Office of Public Affairs.

**Graphic design service:** Creative Services at Public Affairs, 333-9200 or Todd Hearn, Facilities Information Resources, 244-2618

**Banner production:** Dean’s Blueprint, 363-1390 and Twin City Tent & Awning, 328-5749
Pole Banner:

Pole Banner Size - 18” x 36”
Pole Pockets - 4” Top & Bottom

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone Colors should be called out in the art as spot colors
- Resolution recommended 100-120 dpi
- All fonts must be converted to outlines
- Artwork must bleed to edge of artboard
- Gray box is safe area for graphics. Please keep all text and important part of images inside the gray box.

--- Stitch Line for Pole Pocket
Pole Banner:
Pole Banner Size - 22” x 72”
Pole Pockets - 4” Top & Bottom
Wind Slits Included

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone Colors should be called out in the art as spot colors
- Resolution recommended 100-120 dpi
- All fonts must be converted to outlines
- Artwork must bleed to edge of artwork
- Gray box is safe area for graphics. Please keep all text and important part of images inside the gray box.

--- Stitch Line for Pole Pocket
— Wind Slits
Pole Banner:

- Pole Banner Size - 30” x 60”
- Pole Pockets - 4” Top & Bottom
- Wind Slits Included

General Art Guidelines:

- CMYK Color Mode
- All Solid Coated Pantone Colors should be called out in the art as spot colors
- Resolution recommended 100-120 dpi
- All fonts must be converted to outlines
- Artwork must bleed to edge of artboard
- Gray box is safe area for graphics. Please keep all text and important part of images inside the gray box.

--- Stitch Line for Pole Pocket
— Wind Slits