



# Posters and Promotional Material Guidelines

In the interests of creating a positive and safe learning and working environment, the following guidelines have been drawn up in consultation with staff and students.

It is the responsibility of all Students' Union Officers, Society Auditors, Club Captains, committee members and staff members to be aware of the regulations and guidelines covering poster and advertising material. It is the policy of the University not to allow the display or circulation on campus of promotional material for commercial events; the display and circulation of promotional material on campus is a privilege extended only to the Students' Union, recognised Clubs and Societies and other bona fide University organisations.

Promotional material for commercial or other external events will be removed from UCD property. Any Society or Club which allows its title or logo to be used to promote a commercial event or venue will be in breach of University regulations and the Recognition Committee or Athletic Union Council may take disciplinary action.

## **Guidelines for the Content of Posters**

Broadly speaking, care should be taken to ensure that any images or content will not cause undue offence to the University population, or to a specific grouping within the University. Attention is hereby drawn to the University Policy on Dignity and Respect, which applies to all students and staff (full text available at [www.ucd.ie/studentguide](http://www.ucd.ie/studentguide)), and also to the national legislation in the area, including *inter alia* the Equal Status Act (2000), the Employment Equality Act (1998) and the Prohibition of Incitement to Hatred Act (1989).

Equally however, it is also the policy of the University to protect freedom of expression and intellectual enquiry and to ensure that they are exercised in such a way as they do not interfere with the rights of others, or breach the laws of the state.

Complaints and breaches of good standards in this area may be considered by the Recognition Committee, which has broad powers in relation to Society discipline, by the Athletic Union Council, which has similar powers in relation to Clubs, and by the Independent Appeals Board, which deals with disciplinary matters relating to the Students' Union.

Formal complaints against society posters should be submitted to the Societies Officer, formal complaints against club posters to the Athletic Union Council and against a Students' Union poster to the Independent Appeals Board.

## **Guidelines for the Display of Posters**

1. The name of the sponsoring UCD club, society or organisation must be clearly displayed on each poster.
2. No private organisations have a right to display posters. Students must not assist private organisations in so doing.

3. Posters may be displayed only on designated notice boards throughout the buildings and on the clusters of coloured boards on the ground floor of the John Henry Newman Building.
4. Posters must not be hung on walls, on doors, on glass, in lecture theatres or from ceilings.
5. During Students' Union sabbatical elections the Returning Officer has control of one board in every three.
6. The Library Tunnel must not be used for the display of posters.
7. Blanket coverage of noticeboards by posters for any one event will not be allowed. Posters for any one event may occupy only one quarter of the space provided on clusters of noticeboards.
8. One in every three noticeboards is dedicated to posters of A3 size or less.
9. The use of stickers is strictly prohibited.
10. The use of freestanding panels or stands for advertising events and the location of these in designated areas must be sanctioned in writing in each instance by the Services Superintendent.
11. It is the responsibility of the sponsoring club, society or organisation to remove their posters after their event has taken place.
12. Any club, society or organisation that wishes to put up posters should remove any out-of-date posters which are still displayed on their designated noticeboards.
13. All posters will be removed by Services on Thursdays, except those under regulation 5 above.

Infringement of these regulations will result in the immediate removal of posters by Services.