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 on behalf of the various units within the university. They also serve a wayfinding function – creating a memorable branded environment in the areas where the unit is located. By using approved templates with standard conventions, we enlist a common design language, making them easier to read while reflecting our units as parts of a whole within the Illinois brand.

Facilities & Services (F&S) coordinates requests, approvals and placement of all vexilla on campus. Any university entity interested in displaying vexilla on approved poles or physical facilities on campus must submit a completed request form to the F&S Planning Division for review and approval.

**VEXILLA REQUESTS**

Facilities and Services manages scheduling, production and installation of vexilla. To get started, you will want to determine the location of the vexilla as banner dimensions vary by the specific reservation. Refer to the [Facilities and Services Vexilla Request Form](#) prior to submitting your request for a pdf map of light pole locations and additional instructions pertaining to the reservation and submission process.

**VEXILLA DESIGN TEMPLATES**

The use of vexilla templates is required. Units may choose between a variety of templates found at [creativeservices.illinois.edu/brand/vexilla.html](creativeservices.illinois.edu/brand/vexilla.html). If needed, F&S will enter the unit name in the template using the following naming conventions:

- **COLLEGES** must refer to themselves as “College of __________” when replacing text in vexilla templates.
- **ACADEMIC DEPARTMENTS AND UNITS** are always written informally (not including “School of,” “Department of,” etc.).
- **OFFICES** should be written informally where possible, following suit with the unit wordmark naming, dropping “Office of”.
- **CENTERS AND INSTITUTES** must use their full name.
- **INDEPENDENT BRANDS** may freely create vexilla designs away from the university standard. We ask that independent brands establish a Block I logo reference somewhere on the piece, indicating the connection to the university. This can be a secondary and subtle reference.

Units may provide designs/photos for the flexible content space. The lower template portion and the Block I logo is all that is required for meeting campus identity standards.

Showing parent-child unit ownership/relationships in a single the vexilla is not needed. Attempting to do so creates complex text-based and wordy associations that are not conducive to these single-message signs. To show associations, spread your identity across multiple vexilla, allowing each vexilla to carry one message, while the collective suite extends your message across your area. See examples.

**REVIEW AND APPROVAL**

The F&S Planning Division and the Architectural Review Committee (ARC) will review and grant approval of applications. Denied applications may be re-submitted to the F&S if the criteria of denial of been fixed or sufficiently defended.

Upon approval, applicants will work with F&S for production & installation and be responsible for all costs associated with banner maintenance, installation, storage, and removal.

**BANNER SPECIFICATIONS & COSTS SIZES:**

Banner dimensions are determined by placement locations. Please contact F&S for the correct dimensions for your location.

- **SMALL**: 18” X 36” H
  approximate cost $60 each (light poles 16’ to 23’)
MEDIUM: 30” X 60” H
approximate cost: $138 each (light poles 23’ to 30’)

LARGE: 30.5” X 70” H
approximate cost: $170 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

Installation, removal and specifications: 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 Facilities Information Resources, 244-2618.