

## POSTER GUIDELINES

### SCOPE

These guidelines apply to all advertising materials that are not generated by MSVU or through an agreement with MSVU. Freestanding posters are not covered by these guidelines. The MSVU Students' Union administers these guidelines.

### GENERAL

All posters must comply with the MSVU Non-Academic Discipline Policy, and the academic integrity policy 2.22.2.

<http://www2.msvu.ca/DocumentCentral/Documents/Non-Academic%20Discipline%20Policy.pdf>

<https://www.msvu.ca/academics/university-academic-calendars/undergraduate-academic-calendar/regulations/>

Posters will be approved for 2 weeks, or until the date of the event listed on the poster, unless otherwise requested and approved.

Posters should not exceed 11" x 17", unless otherwise requested and approved.

Posters should be clear and legible, free of profanity, explicit and illicit content.

Posters may be approved by the President, VP Communications, or Hub Manager.

Posters without an approval stamp will be removed.

### LOCATIONS & MATERIAL TYPES

Posters may be placed on any public bulletin board, provided they do not cover another poster.

Posters and other promotional materials may not be adhered to walls by any means, or placed on any furnishings without prior written approval.

Those wishing to hand out flyers or other promotional materials on campus may book a table through conference services. Materials may then be handed out to those who choose to interact with individuals working at the approved table space promotion location.

### MSVUSU INTERNAL POSTERS

Posters from the MSVUSU and its operations must be clearly designed, have a clear message, and contain the MSVUSU logo.

No internal posters may contradict the MSVUSU's branding, mission or values.

### MSVUSU SOCIETY POSTERS

Posters advertising society events should clearly identify the society, type and date of the event.

Posters advertising the existence of a society should include the name of the society, and a description of the society's purpose.

## JOB AND SERVICE ADS FROM CREDIBLE SOURCES

Posters promoting health and wellness, from reputable sources, are permitted.

Job ads from reputable organizations are permitted.

Tutoring ads are permitted.

## FINANCIAL INSTITUTIONS

Posters advertising general banking products are permitted.

Posters advertising debt and investment products are not permitted.

## EXTERNAL ORGANIZATIONS

Posters from external organizations must have the name of the organization clearly identified on the poster.

Posters promoting external restaurants, bars, pubs etc. are not permitted.

Posters associated with organizations that advocate against the human rights of any group are not permitted.

Posters from religious organizations that hold anti-2SLGBTQIA+ or anti-choice views, or that are associated with religious organizations that hold these views, or that engage in mission work with the intent to convert persons to a particular religion are not permitted.