

# GUIDELINES FOR DISTRIBUTION, SALES, & SOLICITATION IN THE UNIVERSITY OF IOWA RESIDENCE HALLS

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The following guidelines govern the use of residence halls facilities for the sale of goods, distribution of materials, posting and the solicitation to students. The commercial sale of goods or services or any conduct of a commercial business in the residence halls is prohibited across all media by University Housing & Dining. For more information: [housing.uiowa.edu/marketing-halls](https://housing.uiowa.edu/marketing-halls).

## *Digital Signage Guidelines*

**NOTE:** Once formally submitted to UH&D, signage will be posted on digital displays in high traffic areas (i.e. laundry rooms, elevator lobbies, mailbox areas, etc.) in every on-campus residence hall. Digital displays in market place areas run on a separate system and are not subject to these guidelines. Content on market place digital displays is determined by UH&D Staff only. Additionally, all traditional residence hall bulletin board space is reserved for UH&D staff only.

### **1. POSTING APPROVAL WILL BE GRANTED TO SIGNAGE ADVERTISING:**

- University activities and organizations
- University Housing & Dining deadlines, programs and events
- Public information of interest to a broad spectrum of residents
- Charitable activities and organizations
- Political election activities, as detailed in the “Guidelines for Political Activities in UI Residence Halls”
- Any other events at the UH&D marketing team’s discretion

### **2. APPROVAL WILL NOT BE GRANTED TO DISPLAY MATERIAL THAT:**

- Advertises a commercial business
- Directly or indirectly encourages the consumption of alcoholic beverages, tobacco, and/or drugs
- Does not conform with the University of Iowa’s Human Rights and Sexual Harassment policies

### **3. APPROVAL WILL BE GRANTED TO DISPLAY MATERIALS, WHICH INCLUDES COMMERCIAL LOGOS, AND MEETS THESE GUIDELINES:**

- The company/logo is not the primary focus of the general information or event advertised
- The logo is smaller than 145 pixels in diameter
- Logos representing beverages other than Coca-Cola products are prohibited

### **4. DIGITAL SIGNAGE SPECIFICATIONS**

- The file should be sent as a jpeg and sized 1280 pixels x 800 pixels. Display dates should be requested when content is submitted.

### **5. SIGNAGE DESIGN GUIDELINES:**

- Recommended text size is 36pt or greater. Recommended size for headlines is 72pt or greater.
- Use of no more than three different fonts is recommended.
- Use of quality images without pixilation is recommended.
- Use a color scheme consistent with your group or organization’s brand.
- Recommended word count for slides is less than 30 words – excluding University Disability Statement.
- Avoid using paragraphs; communicate relevant information with bullet points or in short sentences.
- Use only imagery to which you have licensed or to which you are the copyright holder.
- University logos/images must adhere to the University of Iowa’s Graphic Identity System guidelines ([uiowa.edu/graphics/](https://uiowa.edu/graphics/)).

6. Digital Signs encouraging public participation in programs at the university must include one of the following statements (Recommended text size is 12pt of greater): For University or non-profit sponsored events, posters must include: "Individuals with disabilities are encouraged to attend all University of Iowa sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact (sponsoring dept. or contact person) in advance at (telephone number)." For University Housing & Dining sponsored events, posters must include: "UH&D seeks to create an inclusive and welcoming environment by celebrating human differences and advocating for equity in our policies, practices and programs. All civilly expressed opinions and ideas are welcome at events. Individuals with disabilities are encouraged to attend all University of Iowa sponsored events. If you are a person with a disability who requires an accommodation in order to participate in this program, please contact (sponsoring dept. contact person) in advance at (telephone number)."
7. Digital content must be emailed to **uhd-marketing@uiowa.edu** with subject line: Digital Signage Request.
8. Signs can be displayed for a maximum of two weeks. Please specify the display dates you are wanting in your request.
9. Digital signs advertising specific events will be displayed until the day after the event occurs (or two weeks, whichever comes first), at which time they will be removed.
10. Content must be submitted at least one week prior to when it needs to be displayed.
11. The name of the sponsoring organization must be clearly identified on the face of each display.
12. University Housing & Dining reserves the right to refuse or delay content that does not meet the guidelines or when space is limited.
13. Any questions may be directed to UH&D Marketing Team, University Housing & Dining, 4141 Burge Hall, 319-335-3000.

## *Physical Distribution Guidelines*

1. Commercial businesses may not leave leaflets anywhere in the residence halls.
2. No door-to-door distribution is allowed in the residence halls.
3. Distribution is not permitted anywhere in the residence halls except as detailed in the Room Reservation Policy.
4. Distribution outside the front entrances of buildings must be made in a manner that does not restrict the movement of people into, out of, or within the building.

## *Distribution Centers*

1. Within most residence halls, an information rack (close to the building's information desk) is designated as the distribution center for approved printed materials. Distribution of materials may be limited in duration of time and by the size and volume of the materials.
2. Requests for permission to place materials in these areas and approval for the material must be made to the appropriate hall coordinator or to the Asst. to the Senior Director of University Housing & Dining. The delivery of the approved materials is the responsibility of the person making the original request.

## *Table Tents In Burge, Catlett & Hillcrest Market Places*

1. Table tents in food service dining areas may be used by individuals or organizations associated with University Housing & Dining, by a governmental unit of ARH as a method of promoting residence hall programs, or for educational purposes on a limited basis by a Division of Student Life.
2. Table tents will be placed for up to twelve consecutive meals (four days) on a first come, first served basis. No more than two table tents will be displayed at a time in addition to food service table tents.
3. The maximum size for a folded table tent is 4 1/4" x 5 1/2" (folded half-sheet of standard-sized cardstock). All table tents must be printed on cardstock paper.
4. Table tents for administrative units (Dining, Contracts & Assignments, etc.) within University Housing & Dining cannot be larger than 5 1/2" x 8 1/2" (folded full-sheet of standard-sized cardstock).
5. Table tents must be received the week before the reservation, on Thursdays by 5:00 p.m.

6. The name of the sponsoring organization must be identified on at least one side of the table tent.
7. Table tents encouraging public participation in a program must include the UH&D accommodations statement or the University of Iowa disability accommodations statement.
8. Approval for table tent distribution and scheduling should be arranged in advance with the Assistant to the Senior Director of University Housing & Dining (4141 Burge Hall, 319-335-3000).

## *Mailboxes*

1. Residence hall mailboxes may only be used for U.S. mail and for campus mail that is properly addressed and sent by individuals or organizations authorized to use the campus mail system.
2. Any residence hall student group, any residence hall group affiliate (ARH/NRHH) and any officially recognized living learning community may distribute through the mailboxes (unaddressed) as detailed in University Housing & Dining's Mass Mailing Information Policy.
3. Groups and departments outside of the residence hall system must receive prior approval on a case-by-case basis (4141 Burge Hall, 319- 335-3000).
4. Materials for mailing must be approved by the Assistant to the Senior Director, scheduled in advance, and delivered to locations designated by University Housing & Dining one working day prior to placement in mailboxes. This material does not have to be personally addressed nor delivered via United States Postal Service.
5. Candidates for public office and political organizations campaigning on behalf of issues on the public ballot follow a different set of rules/regulations, the Guidelines for Political Activities in UI Residence Halls. For information contact the Asst. to the Senior Director of University Housing & Dining, 4141 Burge Hall, 319-335-3000.

## *Additional Information*

1. Material not considered University Housing & Dining official business will not be placed under the doors or on doorknobs of residents' rooms.
2. Door-to-door solicitation or campaigning by any organization or individual is prohibited in the residential living areas of residence halls.
3. The commercial sale of goods or services or the conduct of a commercial business in the residence halls is prohibited except under contract with the university or as provided in the guidelines above.

**ANY POLICY QUESTIONS MAY BE DIRECTED TO ASSISTANT TO THE SENIOR DIRECTOR,  
UNIVERSITY HOUSING & DINING, 4141 BURGE HALL, 319-335-3000.**