

CITY OF IDAHO FALLS BANNER GUIDELINES AND INFORMATION

I. Scope

The primary purpose of the City of Idaho Falls Banner Program is to enhance the general appearance of the City's streetscapes and call attention to community activities, institutions, or milestones that play a part in our City. Banners are expected to address issues and promote institutions and events contributing to the public good and benefiting the cultural and intellectual life of the City. Banners may not promote for-profit corporations or advertise profit-making enterprises.

Banners may be proposed by institutions and organizations in the cultural, intellectual, and charitable not-for-profit sector. They may be sponsored by for-profit entities, corporations and individuals provided that they meet the criteria for content and objectives described below.

These policies apply to banners suspended from city-owned street light poles within the boundaries of the City of Idaho Falls.

II. Management

The City of Idaho Falls owns hardware, approved by the Cities Electrical Department. The City budgets for a limited number of its own banner installations each year. The City also manages the scheduling, installation and removal of banners on behalf of other entities.

III. Banner Content

A. Design and Colors

Banners are most successful in the urban environment if they are designed with a small number of large, simple, bold elements, and when they utilize bright colors and strong contrast. Complex, ambiguous images with numerous small components should be avoided.

Imagery and type should be appropriately scaled for long-range visibility by motorists and pedestrians. White or light-colored backgrounds should be avoided as they become soiled very quickly.

It is strongly recommended that a professional graphic designer be hired to design and coordinate the production of banners. The City of Idaho Falls Parks and Recreation Department can provide names of banner design companies who create banners approved by the City of Idaho Falls Banner Committee and installed by the Parks and Recreation Department under this program and conforming to these guidelines.

B. Type

Type should be confined to as few words as possible for reasons of both legibility and scale. The type area should be limited to a maximum of approximately 25% of the area of the banner. The only exception to this type size recommendation is if an expressive-type treatment constitutes the image of the banner.

C. COPY

Acceptable content includes the name of the organization, the event, and date(s) of the event. Unacceptable content includes ticket prices, telephone numbers, addresses, and the words "sponsored by."

D. SPONSORSHIP ACKNOWLEDGMENT

A sponsor's symbol/logo is permitted provided that it occupies an area of less than 20% of the total square footage of the banner surface. The sponsor's symbol/logo must be positioned at the bottom of the banner.

E. SIZE

The pole hardware accommodates banners 30 inches width and 7'0" in length. Banners may not be wider than 30 inches. Banners longer or shorter than the 7'0" length recommendation will not be placed. Banner size is constrained by the City's hardware, the need for scale appropriate to the width of the street, and the need for clearance for large vehicles underneath the banner.

IV. DESIGN REVIEW

Organizations considering the installation of banners must contact the City of Idaho Falls Parks and Recreation Department to determine the availability of specific time periods and locations.

The staff of Parks and Recreation and the City of Idaho Falls Banner Committee will review banner submissions based on all the criteria described in this document and on general aesthetic and suitability standards. The Banner Committee may require design revisions at its sole discretion and re-submission until approval is given. The Banner Committee accepts no responsibility for the time involved in re-submissions until approval. Information on the application process is available from the Parks and Recreation Department; 2110 Rollandet, Idaho Falls. Telephone: 208-612-8479.

V. FABRICATION

The two current methods of manufacturing banners are silk-screen and appliqué. The Banner Committee recommends that each organization print the banners on Sunbrella fabric to ensure lasting durability. Other fabrics such as nylon are less durable, fade faster and tear along the seams more frequently.

VI. INSTALLATION

The Parks and Recreation Department will arrange for the installation, maintenance, and removal of all banners. Installation and removal charges are \$150.00 for the first 1-10 banners and \$300.00 for 11-20 banners. There is a 20 banner max limit.

VII. SCHEDULE

You should allow a minimum of eight weeks for fabrication and a minimum of up to 30 days installation prior to event. Banner committee review can occur in as little as one week, but may take longer if re-submissions are required.

Banners commemorating a celebration, festival, competition or other approved events are to be installed within a time frame approximate to the date or dates of the event itself. Approved banners can be hung up to 30 days before event and can be removed up to 30 days after event.

In case of advanced deterioration of the banners, or if a dangerous condition presents itself, the Banner Committee, as manager of banner installations, may at its sole discretion direct banners to be removed at any time. In the Banner Committees experience, banners installed during winter months are particularly subject to serious weather-related problems.

IX. Liability Insurance

The City of Idaho Falls is not responsible for the disappearance of or damage to banners from any cause including, but not limited to wind, weather, theft, vandalism, fire or other natural weather occurrences. The City of Idaho Falls recommends that sponsors order more banners than will be installed for use as replacements in case of damage or loss. The sponsoring organization is responsible for installation costs of replacement banners.

The City of Idaho Falls cannot be held responsible for any loss or damage, nor for any personal liability that may occur.

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