

TYPE:	Administrative
TITLE:	Poster
NO.:	ADMIN-273
RESPONSIBILITY:	Chief Administrative Officer & AVP, Communications and Marketing
APPROVED BY:	Durham College Leadership Team
EFFECTIVE DATE:	November 2023
REVISED DATE(S):	
REVIEW DATE:	November 2026

1. Introduction

Bulletin boards are available in key areas throughout Durham College (DC) campuses to provide employees, students, student organizations, and approved affiliated partners the opportunity to communicate their DC-related activities in a consistent and highly visible manner.

2. Purpose

The purpose of this policy and procedure is to provide a guideline for the consistent use of, and equal access to, bulletin boards.

3. Definitions

Refer to [Durham College's Standard Definitions](#).

4. Policy statements

The statements of policy should be brief and direct. Structure the policy statements using the following information hierarchy:

- 4.1. All internal communications are guided by DC's mission, vision, values and brand standards.
- 4.2. DC bulletin boards are to be used by the internal DC community. Only approved affiliated external partners are permitted to use DC bulletin boards with permission from the C+M office.

5. Procedure

Employees, students, student organizations and approved affiliated partners using posters to promote their event or activity are required to follow the guidelines provided.

5.1. Poster guidelines

- 5.1.1. Poster content must adhere to the DC values.
- 5.1.2. The name of the sponsoring student organization, department, academic Faculty or affiliated partner must be clearly identified on the poster.
- 5.1.3. External groups and organizations are not permitted to post information anywhere on campus unless they have a specific approved affiliation with a DC academic Faculty or department.
- 5.1.4. All posters are required to display a date stamp and expiry date in the bottom right corner.

5.2. Poster display

- 5.2.1. Posters are to be displayed only on the DC bulletin boards provided.
- 5.2.2. Displaying posters on top of other posters is not permitted.
- 5.2.3. Posters must not be hung on doors, walls, windows, in stairwells, or in close proximity to directional signage.
- 5.2.4. The maximum number of posters per event on each campus is 70.
- 5.2.5. During internal election periods (Durham College Student Association (DSCA) and DC Board of Governors) posters can be displayed on pillars and cinder block with sticky tack where there are no bulletin boards within 20 metres.
- 5.2.6. DC branded poster templates are available on the college brand site at www.durhamcollege.ca/brand.

5.3. Poster removal

- 5.3.1. The owner of the poster is responsible for removing all posters within seven days of the event/activity expiry date.
- 5.3.2. Active posters that follow these guidelines will not be removed except when deemed necessary by Communications and Marketing or the Durham College Student Association (DCSA).

6. Roles and responsibilities

- 6.1. The brand manager, Communications and Marketing will act as a consultant when there is a question about the appropriateness of a poster and provide approval on external partner requests.
- 6.2. Respective executive dean or dean will approve posters to be displayed in academic Faculty offices, shops, labs and meeting rooms.

6.3. DCSA must approve all student club and Student Centre posters.

7. Accessibility for Ontarians with Disabilities Act considerations

Accessibility for Ontarians with Disabilities Act (AODA) standards have been considered in the development of this policy and procedure and it adheres to the principles outlined in the College's commitment to accessibility as demonstrated by the Multi-Year Accessibility Plan.

8. Non-compliance implications

Non-compliance with this policy and procedure could negatively impact the current and prospective College community with both external stakeholders and the Media, which could lead to significant financial loss and damage to the College's reputation.

9. Related forms, legislation or external resources

- [Branded poster templates](#)
- [Digital Signage submission form](#)