



OCAD University Poster Policy

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Offices of Accountability: Marketing & Communications, Student Affairs

Administrative Responsibility: Marketing & Communications, Student Affairs

Approver(s): President & Vice-Chancellor; Vice-President Finance & Administration; Vice-President, Advancement; Associate Vice President, Students

1. Purpose

OCAD University recognizes that the ability to poster, the content of posters, and the places posters appear on campus have the capacity to reflect the culture and messages of the university. This policy governs the privileges and responsibilities of mounting posters anywhere on the OCAD University campus.

2. Scope

Posters announcing events, exhibitions, opportunities, competitions, provide wayfinding assistance and other information relevant to the university community are welcome, provided they adhere to the following conditions.

3. Conditions

Locations and Mounting

Use bulletin boards where possible. Some bulletin boards are designated for departmental use only; such boards must be clearly identified by the department.

Where bulletin boards are not available, wall mounting is permitted providing it does not obscure any safety equipment, signage, interior windows, doors or display cases. Facilities Planning & Management staff may deem other surfaces, existing or created in the future, too fragile for poster mounting and reserve the right to ban posters from those surfaces.

Wall mounted posters may be mounted using a light adherence transparent or masking tape, tacks or staples. Do not mount posters using glue adhesives, paint, paste, nails or double-sided foam or mounting tape of any kind.

Visual Identity and Representation

Any official university posters that feature the OCAD U logo must adhere to the [visual identity guidelines](#) and the [style guide](#). Questions on to how to use the visual identity should be directed to the Graphic Designer in Marketing & Communications.

Officially recognized student groups have the right to use “OCAD University” or “OCAD U” or “OCAD” as part of their group name, and to use that name on promotional posters. Consult the OCAD U [website and the Student Group Handbook](#) for the processes to become recognized as an official group. Recognized student groups may use the university’s logo only with written permission of the Vice-Provost, Students. Unrecognized groups are not permitted to use the visual identity, logo or name of OCAD University (and its variants, OCAD U or OCAD) as part of their group name or event title in any posters or on-campus promotion.

Dates and Removal

All posters must be dated, even if the poster’s content is not date-specific. Such posters must be removed after two months on display. Undated posters will be removed at the university’s discretion.

Posters containing date-specific information (e.g. events, exhibitions, competitions) must be removed once the event’s dates or deadlines have passed.

The university may occasionally need to remove posters for event or exhibition preparation, cleaning, painting, construction or maintenance. OCAD U reserves the right to remove any poster without notice. Removed posters will be appropriately disposed of.

Content and Complaints Process

Posters are subject to all university policies, including the [Respectful Work & Learning Environment Policy](#), as well as the Canadian Charter of Rights and Freedoms, the Ontario Human Rights Code, the Canadian Criminal Code and the Provincial Offences Act.

Complaints regarding a poster may be submitted to the Director, Safety & Security Services for review. Complaints should include the specific location of the poster, and whenever possible, a photo of the poster. Posters that have been removed at the direction of the Director, Safety & Security Services may be collected within 48 hours of removal from the Security Console in the lobby at 100 McCaul Street.

OCAD U is not responsible for any damage to posters.

4. Restrictions

Posters are not permitted in or on the following areas:

- Obstructing fire-fighting, safety, First Aid or emergency response equipment
- All stairwells (to provide a non-combustible path of egress as per the Office of the Fire Marshall)
- Inside or outside of elevator doors, inside elevator cabs and on the concrete elevator core at 100 McCaul Street (notices from Facilities Planning & Management and Safety & Security Services staff are exempted)
- On the exterior of any university building
- Inside teaching spaces, including lecture halls and meeting rooms
- All designated exhibition spaces
- All externally facing windows (notices from Facilities Planning & Management and Safety & Security Services staff are exempted)

Exemptions to the above restrictions may granted at the joint discretion of the Director, Facilities

Planning & Management and the Director, Safety & Security Services.

Members of OCAD U's Executive leadership, including Deans, may temporarily ban posters in specific areas to allow for exhibitions, installations or events.

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Other avenues for promotion

Staff in all Faculties and departments may publish event information on the OCAD University website, which in turn becomes content for social media channels and digital signage (for more information please contact Marketing & Communications). Student groups can access the online events calendar and social channels through the OCAD U Campus Life office.