

## Statement of Issue to be Presented to the Master Planning Committee

**Banner design shown is not a final design but a rough concept to illustrate the location and branding that will be present.**



### 1. Issue Overview:

The banner for the College of Indigenous Studies, similar to the Gruening banner, is intended to serve as a prominent sign to draw attention to the Brooks Building rather than as a directory. The banner will adhere to UAF brand guidelines and be approved by UAF University Relations to enhance environmental branding efforts on campus. Approval has been received to cover the existing glass blocks. The banner will be a 13oz outdoor rated vinyl mounted outside the frame of the glass blocks using pole pocket mounts, allowing for easy replacement as needed. The timeline for this project depends on the review and approval of structural changes, funding, and design/print schedules, with a target installation date of August 15, 2024.

### 2. Responsible Individuals:

Suzanne Tanski

Position: Marketing and Communications Manager, Public Information Officer, College of Indigenous Studies

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### 3. Purpose of Bringing the Issue to MPC:

Seeking formal support and approval for the project.

### 4. Request Description:

**Specific Area:** The banner is for the College of Indigenous Studies Brooks Building, as shown in the attached image.

**Item Description:** A 13oz vinyl banner to be installed on the Brooks building with pole pocket mounts, designed according to UAF brand guidelines.

**Future Maintenance:** The banner will need occasional replacement, which Facilities Services can manage, as it is not as high or difficult to access as the Gruening Banner.

**Student Needs Focus:** The banner will help students and visitors locate the College of Indigenous Studies more easily.

**MPC Action Request:** Following the MPC process for review and approval.