



CHARLOTTE  
COUNTRY DAY  
SCHOOL

## Banner Standards and Guidelines

Professionally designed and produced banners are used on both Cannon and Bissell Campuses with the goal of welcoming community members and visiting guests, and promoting school events and activities.

### Banner Requests and Design

- To ensure consistency and professionalism, all banner requests must be submitted, coordinated, approved, and designed by the Marketing/Communications Office (Attn: Natalie Pruett, [natalie.pruett@charlottecountryday.org](mailto:natalie.pruett@charlottecountryday.org)).
- A Banner Schedule is managed and maintained by the Office to ensure requests are coordinated.
- Requests are made by submitting a [Banner Request Form](#), located on BucsNet.
- After submitting a form, you will be contacted to discuss your banner needs (including design and timing). You will have the opportunity to review the banner design before it is produced.
- Please **submit your banner request at least two weeks prior to your event** (it takes 10–14 days for the vendor to produce).
- The Marketing/Communications Office will coordinate hanging of banners with Plant Operations.

### Display

- All banners must be displayed in official school banner frames (see *Banner Frame Locations and Sizes* on page 2).
- Banners and signs of any size are **not permitted in the grassy area near the stop sign at the entrance of Cannon Campus** or any other area of campus. *Exception: Big Saturday (theme-related signs the week leading up to Big Saturday are permitted)*
- Banners and signs of any size are **not permitted to hang on any parts of the Country Day perimeter fence**, including JK/K entrance on Fairview Road or the corner of Fairview and Carmel Roads.

## **Banner Frame Locations and Sizes**

### **Cannon Campus—Carmel Road Entrance**

**Size: 45½ x 93” banner**

*Intended to welcome community members and visitors*

Promote **all school events only**, including:

- Parent Speaker Series
- Middle and Upper School Play Performances
- Art Exhibit and Reception
- Summer Programs
- Alumni Events
- Key all-school Parents’ Association events (Auction, Car Raffle, Big Saturday)
- Key all-school Boosters Club events (Homecoming Cookout, Golf Outing)
- Country Day Fund

### **Cannon Campus—Claudia Belk and JK/K Exit (off Fairview Road)**

**Size: 36”x36” sign**

*Intended to promote **Lower School specific events only** (only one sign permitted at a time) such as:*

- Lower School Book Fair
- Boosters Club Lower School Spirit Night
- Parents’ Association Lower School Family Picnic
- LS Parent Education meetings

### **Bissell Campus—Green Rea Road Entrance**

**Size: 45½ x 93” banner**

*Intended to welcome community members and visitors*

Promote **all school events only**, including:

- Parent Speaker Series
- Middle and Upper School Play Performances
- Art Exhibit and Reception
- Summer Programs
- Key Parents’ Association events (Auction, Car Raffle, Big Saturday)
- Key Boosters Club events (Homecoming Cookout, Golf Outing)
- Annual Fund

### **Cannon Campus—Corner of Fairview and Carmel Roads**

**Size: 4’x8’ banner**

*For Marketing/Communications Office use only to promote events open to the public:*

- Admissions Open Houses
- Public Art Exhibit
- Summer Programs