

**POLICY 635**  
**SIGNS AND DISPLAYING PROMOTIONAL LITERATURE/MATERIALS**

The Lisle Library District (LLD) commits to promoting its programs, services, and resources using various marketing methods such as signs, flyers, brochures, and via digital display. LLD-sponsored displays and materials may be promoted anywhere on LLD property. LLD staff shall be responsible for the distribution of such promotions and for authorization of any other signage on LLD property.

**A. LLD Community Boards**

The LLD recognizes the public benefit of displaying community-related promotional materials in and around its facility. LLD community boards feature announcements, events, or activities of public interest. Content shall be educational, cultural, not-for-profit, philanthropic, or civic in nature.

The LLD shall not advertise content that necessitates payment, tuition, or charges by individuals/groups not affiliated with the LLD. Only authorized LLD staff shall approve of and post/display such promotions. Authorized LLD staff have full discretion regarding consideration for display and/or for removal.

Outside individuals/groups who reserve meeting room space for programs/meetings may not advertise via LLD community boards or display such promotions on LLD property.

**B. Intergovernmental and LLD-Affiliate Signs**

The LLD has strong relationships with other governmental agencies within the community, as well as with affiliated organizations such as the Lisle Woman's Club. The LLD permits the display of signs from such organizations on LLD property with limitations. Signs must be:

1. Authorized by the LLD Director or designee
2. Displayed under the guidance of the LLD Director/designee
3. Modest in size and quantity
4. In good condition
5. Collected in a timely manner

Any signs not collected within a reasonable amount of time shall be removed and/or disposed of by the LLD.

**C. Special Exhibits**

The LLD may partner with an outside agency or group where a free-standing display/exhibit may be permitted on LLD property. Such exhibits shall be authorized and coordinated by the LLD Director and/or designee.

Permitted special exhibits will:

1. Support the LLD's mission and comply with relevant LLD policies
2. Be clearly labeled and unambiguous to both patrons and staff
3. Synchronize with an LLD program, initiative, or theme
4. Not solicit money/donations in compliance with Policy 610, item #16
5. Comply with all other relevant LLD policies
6. Be promoted as a collaborative exhibit between the agency and the LLD

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