

Marquee & Digital Signage Guidelines

The Office of Campus Communications maintains the content on the marquee and monitors content on digital signage displays (TVs/reader boards around campus).

The purpose of the marquee and digital signage boards is to enhance already-existing forms of marketing and should always run in conjunction with social media and the like.

Electronic Reader Boards/Digital Signage

There is digital signage in each of the following buildings:

- A. Humanities (second floor)
- B. SEM (first & second floors)
- C. Theater Arts (ACS first floor)
- D. Complex
 - a. DSS (first floor)
 - b. EOPS (second floor)
- E. Business (first & second floors)
- F. Tech Ed 1 (second floor)
- G. Tech Ed 3 (second & third floors)
- H. Student Center (A&R first floor)

When displaying information and events on the reader boards...

- Keep content brief and to the point: who, what, when, where, and how
- Limit one announcement or event per slide
- Include a headline on each slide
- Each slide is only displayed for a few seconds, so text should be 18 point font or larger and bullets should be used for readability.

How to Do It

If you have approved access to the reader boards in your building, follow the guidelines provided at J:\Academic Computing\DigitalSignage\CM-Webserver.

The digital signage has specific dimension requirements. Those can also be found on the J drive at J:\Academic Computing\DigitalSignage\Digital Signage Layout. Note: the easiest format for digital signage is PowerPoint (J:\Academic Computing\DigitalSignage\ Digital Signage via Power Point 2013).

If you do not have access or if the information is necessary campus-wide, please contact Campus Communications [via this form](#).

Marquee

Campus Communications manages the content on the marquee and website. Submissions must meet the following criteria:

- Pixel size: 1232w x 440h
- Files should be Ai, jpg/jpeg, or png files
- Text size must be 36 point or larger

How to Do It

Submissions from staff, faculty, and student organizations should be made to Campus Communications [via this form](#).