



DIGITAL SIGNAGE GUIDE

— *for Marauders Student Orgs* —

HOW DO I GET MY INFORMATION ON THE SCREENS?

- Every club is responsible for creating their own content.
- Content must be designed around digital signage guidelines (see next section.)
- Content must be submitted no later than a week and a half before the event.
- If content is already designed, send content to the Student Involvement Coordinator for approval.
- If content is not already designed, Student Involvement Coordinator will work with the requestor to create content.
- Once Student Involvement Coordinator approves design, he will submit a WorkZone ticket with the signage attached.
- The Digital Marketing Specialist will approve designs and upload them to the appropriate TVs.

DIGITAL SIGNAGE GUIDELINES

- Requests must have a clear purpose and include a call to action, such as: event promotion, community information and/or awareness, club and organization promotion, etc.
- Event posters must include the date/time/place and a point of contact for more information/registration, etc.
- Available software to create signage – Powerpoint/www.Canva.com
- Size must be 1920 x 1080
- Poster should be eye-catching but most importantly readable.
- Choose fonts that are easy to read. Use a minimal number of fonts. Do not stretch or squash fonts.
- For more design tips, visit www.canva.com/learn/design-rules/



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