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. [Note: Different TVs have different purposes [see back page], so your content may not appear on all of them.]

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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TV PURPOSES

— by Location —

Atrium TVs (x2):

- Welcome signage and marketing promotions
- Athletic information (during events).
- Important University event promotions

Hall of Fame TVs (x2):

- Hall of Fame information
- We will want to follow-up to see how complete this list is.

Bookstore TVs (x2):

- Bookstore hours of operation
- Bookstore promotions
- Spirit posters (content filler – "Go Marauders!")

Crow's Nest External (x1):

- Crow's Nest hours of operation – including altered hours for breaks, etc.
- Meal prices and special promotions
- Golden ticket promotion (meal plan advertising – when needed)
- Add the weather widget (10ft wave)
- Dining Services Events Calendar (when it's ready)
- Master Student Events Calendar
- Upper Living Room & Founders Hall Foyer (x4):
- Master Student Events Calendar
- Social Media feeds
- University information (download the App, security phone #, social media plugs, CAT bus information, Counseling Services, etc.)
- Important University event promotions
- Misc. University information (study abroad, meal plan promotions, tutoring services, etc.)

Lower Living Room (x3):

- Master Student Events Calendar
- Social Media feeds
- University information (download the App, security phone #, social media plugs, CAT bus information, Counseling Services, etc.)
- Important University event promotions
- Misc. University information (study abroad, meal plan promotions, tutoring services, etc.)
- Can include some smaller event posters/promotions

Student Involvement (x2):

- Master Student Events Calendar
- Can include many posters/promotions for events and student organizations
- Social Media feeds

Hospitality Center (x1):

- Welcome signage and marketing promotions
- Important University event promotions
- External event welcome/directional (if needed)

LVUC Lower Level Hallway (x1):

- Master Student Events Calendar
- Social Media feeds
- University information (download the App, security phone #, social media plugs, CAT bus information, Counseling Services, etc.)
- Important University event promotions
- Misc. University information (study abroad, meal plan promotions, tutoring services, etc.)

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