



## Concerto Digital Signage Guidelines

### Digital Signage Format

- **File format: JPG or PNG ONLY.** PowerPoint and PDF will not be accepted.
- The image must be designed to screen specifications. Images that are not designed to screen specifications will not be approved.
- Sizes:
  - **Horizontal:** advertisement measures **1920 pixels wide by 1080 pixels tall** on most digital signage around campus.
  - **Vertical:** advertisement measures **1080 pixels wide by 1920 pixels tall** on CVPA digital signage, Bravo East, and West signage in the Dining Hall.

### Submitting Your Advertisement

- Content must be submitted electronically to [dsigns-events@earlham.edu](mailto:dsigns-events@earlham.edu). Content submissions must include the following information:
  - *First and last name*
  - *Department or registered student organization name*
  - *Phone number of the submitter*
  - *Complete digital file as an attachment to the email.*
- Screens will be scheduled for **one week at a time** (Monday through the following Sunday).
- Screens involving an event will **run only for the two weeks prior to the event.**

### Readability

- Digital slides are typically displayed for 10 to 12 seconds at a time. Therefore, it is best to limit the number of elements (text and graphic images) in a digital slide so that viewers have sufficient time to read the slide during its brief display time.

### Text and fonts

Limit the number of characters (letters, spaces, etc.) in a line and the number of lines on a slide. Forty characters or less is a preferred line length.

The resolution limitations of the digital signage display require the use of simple, bold text or type. It is best to avoid light, ornate fonts with fine thin lines or fonts with delicate serifs (even in larger sizes) because they are difficult to read. As a general rule of thumb, avoid font sizes smaller than 20 points

### Color and contrast

Other readability considerations are color and contrast. Insufficient contrast between text and background colors can make reading difficult. Some color combinations may provide sufficient contrast but still, be difficult to view because one or more of the colors are extremely bright.

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## General Guidelines

- The information must be adequate to advertise for the event. Be sure to include the following information:
  - *Event name*
  - *Location*
  - *Date (e.g. Monday, January 1, 2018)*
  - *Time (e.g. 12:00 p.m.)*
  - *Contact information (your username@earlham.edu)*
  - *Other necessary information (costs, registration, etc.)*
- Requests will be on a first-come, first-served basis. The Office of Events and Office of Student Life will have discretion over all content submitted.
- Digital signage content that includes references to the sale or consumption of alcohol or other drugs will not be approved for display.
- Digital signage content that promotes or condones behavior that violates college policies, practices, and principles, or local, state or federal law will not be approved for display.
- The advertisement of commercial products or services on the digital signage system is prohibited.
- To optimize the management of digital signage content, the Office of Student Life and Office of Events reserves the right to determine what content is displayed at which digital signage location(s) and determine the duration, dates, and times content is displayed.

## Copyright and Consent

- No images should appear on the digital signage system for which the College does not have rights, or for which the user or College has not obtained written permission for multimedia dissemination and redistribution. See the copyright information below.
  - The right to use photos or content from an artist or author to promote an Earlham event needs to be documented and credits noted. Please send all documentation to [dsigns-events@earlham.edu](mailto:dsigns-events@earlham.edu)
- You are required to obtain *written consent* before publishing any identifiable information such as a person's name on the digital signage.
- Digital signage content that infringes on the copyrighted or trademarked works of others will not be approved for display. Copyrighted and trademarked material may include but are not limited to, logos, digital images, photographs, paintings, movies, videos, and written works.
- For an overview of copyright and fair use topics visit: [http://fairuse.stanford.edu/Copyright\\_and\\_Fair\\_Use\\_Overview](http://fairuse.stanford.edu/Copyright_and_Fair_Use_Overview)
- Free images: <https://www.pexels.com>

## Consequences:

The College may remove digital signage content if adherence to the guidelines is not followed. Furthermore, Student organizations or campus departments violating this guideline may lose posting privileges on campus.



**Emergency Notifications:**

- In the case of an emergency, the digital signs will be updated to only display information related to the emergency. Once the emergency situation has been resolved, the digital signs will resume the displaying of scheduled signs.