Digital Signage
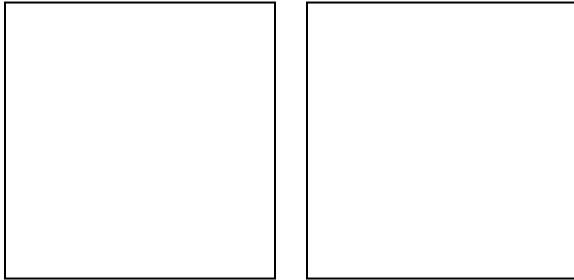# Creating Content and Style/Image Guidelines
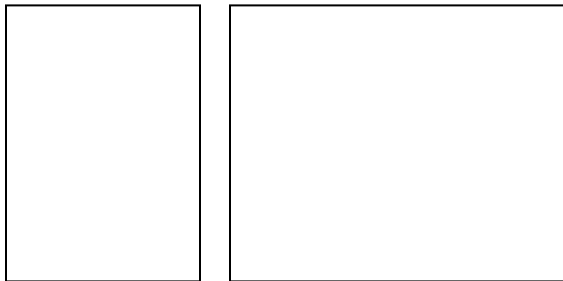
Creating Content in Power Point (text & images)

1. Select digital signage layout
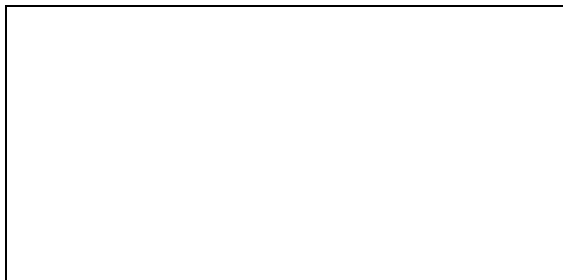
Option 1: 2 even screens

Option 2: 1 narrow & 1 wide screen

Option 3: 1 full screen

2. Open corresponding layout guide(s) in Power Point.
   a. Select Save As and save the layout guide as a new .ppt file name so you do not overwrite the blank layout guide.

3. Determine which layout guides will hold text and image(s).

4. Text: Layout text according to style guidelines. (See pages 3-4)

5. Image: Select images that will fill entire layout guide box. If image is smaller than layout guide and it is stretched, it will distort the image quality and make it fuzzy. It is much easier to shrink a large image and keep the quality clear than to stretch a small image. (See page 5 for Image Guidelines.)

6. Save layout guide(s) as .ppt files.

7. Submit all files via the OrgSync form.

QUESTIONS??

Contact your area's Content Editor. You can find a current list of them here: http://behrend.psu.edu/digitalsignage

Digital Signage Style Guidelines

Standard Structure for Events:

Event Title (larger)
Date, Time (bold)
Location (bold)

Other Information

Example:

Bowling with SGA
Saturday, Jan. 15, 7 p.m.
Greengarden Lanes

Bus will leave Reed lot at 6:15 p.m. Email abc123@psu.edu to sign up.

Date
- Try to use the day of the week when displaying the date.
  Ex: Thursday, January 6
- Only use the year if necessary.
- Avoid putting a "0" in front of a single number date.
  Incorrect: Thursday, January 06, 2011
- Do not use "th" in the date. Incorrect: January 6th
- It is acceptable, and even preferred, to abbreviate some months: Jan., Feb., Aug., Sept. Oct., Nov., Dec. (March, April, May, June, July should always be spelled out)

Time
- Time should always appear a.m. or p.m. (not am, AM, pm or PM)
- Time should be consistent as 7:00 p.m. or 7 p.m. Pick one, do not use both.
- Always place a space between the time and the a.m./p.m.
  Correct: 7:00 p.m. Incorrect: 7:00p.m.
- 12:00 noon is redundant. Use either 12:00 p.m. by itself or noon alone.
  Example: *8:00 a.m. – noon* or *8:00 a.m. – 12:00 p.m.* (noon is preferred)

Font
- Arial regular will be the standard font for text.
- Arial Black (or bold) will be the standard font for titles.
- Minimize the number of font sizes on any single screen.

Alignment
- If there is very minimal text, it may be center aligned. In this case, the header should also be center aligned.
- If there is more text, it should be aligned to the left. In this case the header/title should also be aligned to the left.

Other Style Standards
- Avoid underlining, use **bold** instead.
- Do not use asterisks * when making lists. Bullets should be used instead.
- Do not over use commas and hyphens--many times they are used incorrectly and are unnecessary.

  Incorrect use of hyphen:
  Sign-up in Student Activities Office by Jan. 15.
  (No hyphen is needed because it's used as a verb)

  Correct use of hyphen:
  Sign-up sheets in the Student Activities Office OR
  Sign-ups begin Jan. 15

- Initial caps should only be used in titles. Other information should be written in sentence case.

  Correct example:

  Holiday Valley Ski Trip
  Saturday, Jan. 15

  Sign up in the Student Activities Office by Jan. 13.

  Sponsored by the Ski Club and Student Activity Fee.

  Incorrect example:

  Holiday Valley Ski Trip
  Saturday, Jan. 15

  Bus Will Leave the Reed Lot at 8 a.m. Sign Up in the Student Activities Office By Jan. 13.

  Sponsored By The Ski Club and Student Activity Fee.

Digital Signage Imaging Guidelines

1. Images for Digital Signage **must pertain to the event/topic being advertised**.
2. Images must **NOT** contain inappropriate material; including but not limited to drug and alcohol use, paraphernalia, and advertising. This **includes accidentals** in the backgrounds of photographs.
3. Images must **NOT** contain logos or images of other colleges or Institutions of higher learning. **UNLESS** the event advertised is coordinated or co-sponsored event with the college, or is taking place at the college and has been approved by Student Activities.
4. **Images must be of sufficient quality** to be displayed; sufficient quality is defined as Image Size, Proper Color, and Lack of image noise, Lack of Motion/Lens Blur, and Appropriate Content.
   a. *Image Size*- **minimum image size to be permitted is 1400 pixels on the long edge**
   b. *Proper Color*- Colors are appropriate for the subject of the photograph/image. Human skin looks like human skin. Text is a color that is legible.
   c. *Lack of Image Noise*- If a computer generated image is of insufficient resolution when scaled up it will become "pixilated" and unacceptable.
   d. Photographs taken in low light will occasionally have image noise from the camera "speeding up" to see in the low light. If there is too much noise the images will be rejected, use more light or flash to prevent them from being rejected.
   e. *Lack of Motion/Lens Blur*- Similar to *Image Noise* low light causes longer exposures; if the camera or people move during the exposure the images will be blurred. Lens blur can stem from a variety of issues; improper focusing point (auto or manual), dirty lens, low grade lens.
   f. Appropriate Content- As defined in 1-3
5. **All images** destined for the Digital Signage advertisement **must be submitted** at the time of event submission for preliminary approval.
6. **Copyrighted/ Trademarked Images-** If an image is copyrighted or trademarked with a company/product, determine if you can use a generic non-copyrighted/trademarked image in its place. (Example; A *general video gaming event* does not always need a picture of Mario to convey that the event is about video games. However a Mario Bros. *tournament* would not have the same impact with a generic image.)
   a. Some images are *not trademarked or copyrighted but are commonly associated with a product, group, or idea*. Carefully research your choice of image(s) before submitting them, as they may be rejected if the image is determined to fall into this grey area.
7. **Be consistent-** Designs submitted need to have a constant style from one submission to the next and a constant style through the entire submission.
   a. After choosing a "logo" for an event or your organization, ensure that you continue to use that image in your submissions. Changing the image too often may cause your audience to be confused, and even get your submission rejected.
   b. Make sure that you choose a readable font, and colors for any premade submissions. Failure to do so will cause the submission to be rejected.