



Digital Signage Guidelines

The digital signage system serves as a visual communication medium to inform and promote information to current and prospective students about the College. The guidelines below are best practices for communicating and creating engaging content.

Location(s) and Intended Audiences

The College's digital signs are located in high-trafficked facilities and student gathering spaces. Displays are located within the following campus facilities.

- Ashe Administration Building Breezeway
- Merrick Building, First Floor Breezeway
- Office of Advising, Ashe 140
- Center for Democracy, Campo Sano

The target audiences for the College's digital signage are primarily current and prospective students. However, the medium applies to all visitors to campus. All promotion and ad design should be tailored to these audiences. Content directed at a small target group will not be posted as digital signage is a mass communication medium. The digital signage system is not intended for personal or classified announcements (items for sale, etc.) that do not support the mission of the institution.

Content

Content should take accessibility into consideration and should adhere to University and College Communications' [visual identity and brand standards](#).

- Content must be submitted to the Digital Marketing Specialist, at n.curtin@miami.edu.
- Arts & Sciences departments may promote current events, campus news, courses, degree programs, application deadlines and other important announcements that primarily target students.
- A calendar of events automatically displays on the template that pulls data from the University's event and calendaring system, Localist. Departments are encouraged to publish events, seminars, and colloquia to Localist. Please contact web.as@miami.edu for more details.

- Content is subject to review before being posted. The content manager reserves the right to edit messages for branding, spelling, grammar, structure, brevity, and style. It is the responsibility of the person emailing to ensure that the content provided is accurate.
- Display slides should follow the College and University brand identity and guidelines. Acceptable content includes:
 - Academic announcements (registration, deadlines, etc.)
 - College / University-sponsored events (those that are open to the entire campus community or the public)
 - Student Research and Scholarship opportunities
 - Promotion of courses, academic departments, and programs
 - Student services information and promotions

Best Practices and Guidelines

- The goal of digital signage is to increase readability and amplify messaging. We recommend using QR codes (as opposed to bit.ly or other shortened links) when linking to event information or registration forms. If you do not have a way of generating a QR code, please contact web.as@miami.edu.
- Established flyers, posters or ads will not be re-used for digital slides. Slides should be designed with the digital display medium in mind.
- Designs should adhere to the following guidelines:
 - Documents: .pptx, .ppt, .pdf, ppt
 - File format: .JPG, .PPT, or .PNG
 - Video - .mp4
 - Images should be 1920x1080 72dpi JPG files and have a 16:9 aspect ratio
 - Orientation: Only horizontal/landscape ads will be accepted
- No logo should be included in your image, as it is included on the digital screen.
- Use an easily read font as font must be large enough to read at a distance. Don't use more than two font styles in a single message and use italics sparingly, as they can be hard to read from a distance. University branding fonts include Georgia, Helvetica, Century Schoolbook, and Frutiger.
- Please limit the use of special effects as it may make information difficult to read.
- Ads are displayed for 20 seconds and should focus on key information. Namely, the who, what, where, when, and the 'call to action', if applicable.
- Ensure key information is most prominent. Do not use more than two images and leave space around the edge of the ad to avoid crowding.
- Provide bulleted information or short sentences; information in narrative form (paragraphs) will not be posted.

- Videos produced to be shown on monitors must be captioned to comply with AMA guidelines and there is no sound available.

Copyright and Trademark

No copyrighted or trademarked content can be posted on digital signage unless the College has written permission from the copyright or trademark holder to use the content. Only content the College owns, or royalty free content, can be used with digital signage. Content creators are responsible for abiding by copyright and trademark laws.

Submitting Your Ad

- Submit completed ad to n.curtin@miami.edu
- Ads should be submitted at least 2 weeks prior to your event or deadline. Please include the desired run time.
- Review the size and formatting specifications above.
- If you need a stock image for your ad, please visit Shutterstock.com to find an image. Once you have identified your image, email n.curtin@miami.edu with the Image ID number to request the file.

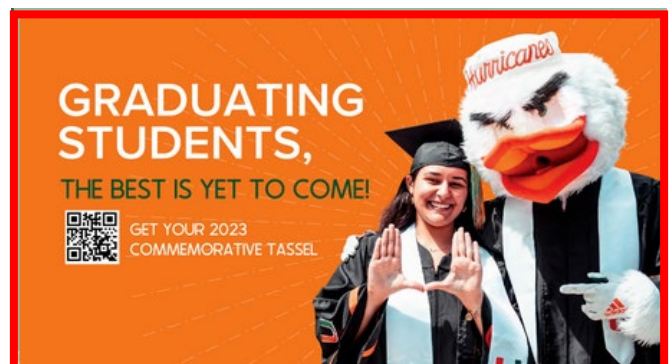
College Template and Examples

The University's Digital system is powered by Four Winds Interactive (FWI Cloud) software to remotely manage and update digital content on displays.

Content Area may use the inside section (Slide A) or the entire area of the template (Slide B)



Slide A



Slide B

Additional Examples:

Abess Center Digital Wall Display:



Department of History:



Considering A Digital Signage Display for your location?

Costs associated with installing a digital signage display may be considered capital expenses. Please consult your business and finance manager first to ensure funding is secured and approval for capital expenses is provided.

For more information on obtaining preliminary quotes and to learn more about FWI Cloud please click [here](#).