

Sauder School of Business

Digital Signage Guidelines

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Section 1: Overview

Digital signage is a high profile tool which informs the Sauder community and visitors by featuring information of interest on digital screens throughout the Henry Angus Building at the UBC Vancouver Campus.

Eligible Authors

Faculty, staff members, and approved student groups of Sauder can submit digital signage content. At this stage, external advertising is not permitted. To submit content, please refer to [Section 6: Submitting Content](#).

Content Examples

The variety of activities at Sauder provides limitless opportunities for content providers to communicate with their intended audiences. Below is a list of content ideas:

- Announcements, events, student activities, and orientation sessions
- Seminars, workshops, conferences, and recruitment fairs
- Awards, student and faculty accomplishments, and timely media stories
- Faculty profiles and activities
- Program and division overview and profiles

Section 2: Content Standards

Eligible Content

The use of digital signage is subject to the normal requirements of legal and ethical behaviour at UBC and Sauder. It is not intended for classified announcements (e.g. items for sale, etc.). All content submitted for circulation is subject to the following:

1. All content is subject to editorial review by the Sauder Digital Signage Coordinator
2. All content should be relevant to the Sauder community
3. All content that is directed towards small interest groups may be posted at the discretion of the Sauder Digital Signage Coordinator
4. All content must NOT display corporate logos
5. Third-party advertising is not permitted at this time
6. All digital signs will be linked to the CoolSign software on the Sauder network

Compliance and Permissions

All users of digital signage must comply with all generally applicable UBC and Sauder policies and all applicable contracts and licenses. Examples include, but are not limited to, the [laws of privacy](#), [copyright](#), and [trademark](#). Please be familiar with these rules and ensure that the rights of all materials, imagery, and artwork used have been cleared prior to posting. Any words, images or videos used for content design must be:

1. Royalty-free, or
2. Media royalty has been paid for, or
3. Written permission has been obtained from the author (i.e. writer, illustrator, designer, photographer or videographer)

In the case of imagery showing people, such as event photos, please ensure that a [Consent to Use of Image Form](#) is signed by the people to have their photos publicized. If they are under the age of 18, written consent from their guardian must be obtained. However, written consent is not necessary if the person's face is unrecognizable, such as if their face is out of focus, they are not facing the camera or they are among a large

crowd. Please contact [Marketing and Communications](#) for any questions regarding copyright, image rights and credits, consent, and licenses.

Section 3: Design Guidelines

Design Principles

Digital signage slide design should be clean, simple, attractive, appropriate for viewing and brief. The viewer should be able to comprehend the messaging on a single slide within 5 seconds. Multiple slides can be submitted as a series to convey longer messages (maximum of 5 slides in a series). Key principles to keep in mind are brevity of content, thoughtful design placement, and a clear call to action.

Images

For maximum clarity, ensure that the image resolution is at least 72 dpi (i.e. not less than a 200k file size) when viewed at 100%.

Sauder's Visual Identity Guidelines

The [Sauder Digital Signage Templates](#) do not include the full Sauder logo. However, if the full Sauder logo is included, [Sauder's Visual Identity Guidelines \(VIG\)](#) must be followed. The VIG includes guidelines on protective space, minimum size, etc. Content which does not follow these guidelines will be returned for resubmission.

Copywriting

As each slide will display for approximately 5-10 seconds, it is important to convey your message succinctly (e.g. using as few words as possible). The audience can be directed to a website for more information or multiple slides can be used (maximum of 5 slides in a series).

In addition to ensuring that content complies with the guidelines in this document, please be sure to proofread and edit before submission. If content has typographical errors, lacks required information, or is otherwise inconsistent with the guidelines, it will be returned for adjustment.

Please contact [Marketing and Communications](#) for a copywriting style guide or for additional questions regarding writing style, naming conventions or terminology.

Typography Principles

Keeping Copy Tight - Limit the number of words used per slide.

Readability - Text that is too small will not be readable from a distance. As a general rule, text size should not be less than 24 points.

Maximize the Medium - In order to work around copy limitations on each slide, information can be put onto several slides and submitted as a series (maximum of 5 slides).

Hyphenation - Use left aligned copy and avoid hyphenating words.

Typefaces

Arial - Arial is a standard system font on all PC and Mac platforms. It offers a clear, readable typeface for on-screen displays and comes in a variety of weights. Arial is the default font used in all the [Sauder Digital Signage Templates](#).

Arial Regular - Body text on light or dark backgrounds utilizes this weight. Upper and lower case type should be used.

Arial Bold - This weight may be utilized for emphasis (e.g. headings), but should be used sparingly.

Recommended Text Sizes

Headline Text - 40 points

Body Copy Text - 24 points

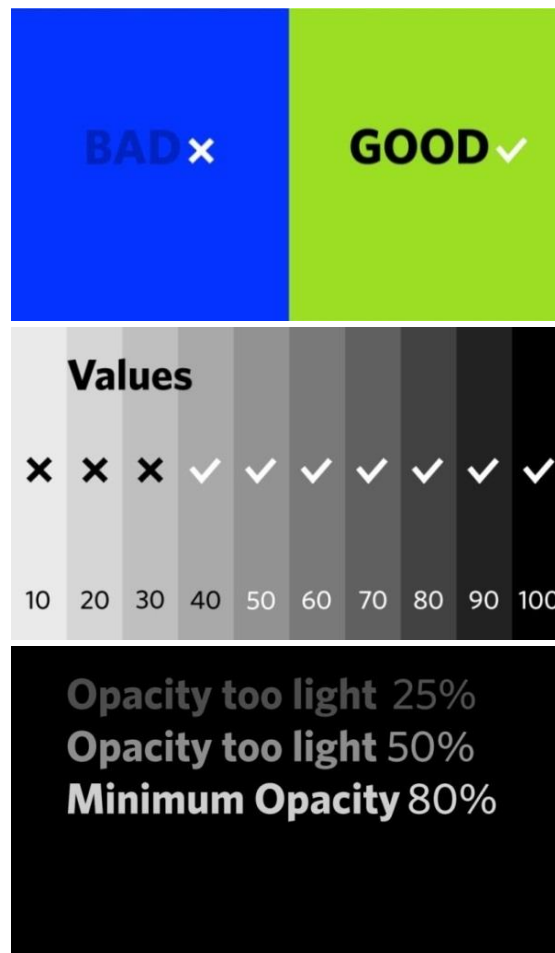
URL Text - 24 points

Colour Principles

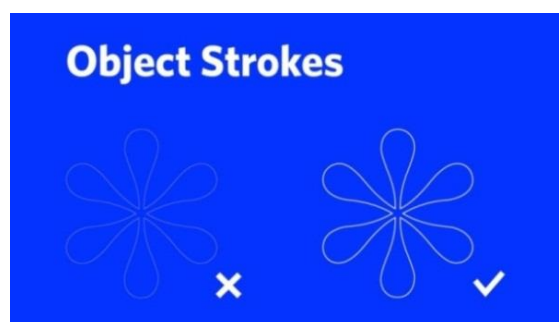
Background Contrast* - Increase contrast for a visual advantage. For greater readability, choose colour values with an equivalent of a minimum 40% greyscale shade or use reversed type (white) on solid dark background colours.

Background Value* - In general, use dark type (black) on background equivalent greyscale shades of 40% and below and reverse type (white) on backgrounds of greyscale shades of 50% and above.

Opacity* - For maximum readability, ensure that opacity is not too light.



Object Strokes* - Use stroke weights that allow for easy readability. Strokes that are too thin will appear lost or broken.



Colour* - Colour must be selected in the RGB model for accurate display on signs. If colours are specified in CMYK there will be a difference between how they appear and how they are intended to appear.



**Image Credits: Amanda Fetterly, UBC Public Affairs*

Sauder Brand Colours - The Sauder brand colours reflect the school's positioning. Sauder Blue and Sauder Green are the primary colours of the Sauder brand. Consistent use of these colours is a key strategy used to promote brand consistency and expression.

Sauder Green	Sauder Blue
R 171	R 0
G 180	G 48
B 0	B 130

Section 4: Content Specifications

Programs for Creating Content

Static content can be created in these programs:

- Microsoft PowerPoint
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Gimp (open source)
- Corel Draw

Resolution of Content

All content must have dimensions of 1280 pixels x 720 pixels and a resolution of 300ppi (pixels per square inch). Static content must be converted into a Microsoft PowerPoint (PPT or PPTX) file for submission. See [Images](#) for more information on using images in content design.

Creating Custom Static Content

All digital signage content uses templates provided by the university or designed to an equivalent standard as approved by the Digital Signage Governance Committee. Custom static or motion content (without using the PPT templates) can be created provided that the submissions meet the Digital Signage Guidelines.

For Windows

To create slides in PowerPoint 2010 for Windows select new file

1. Once the new file is open navigate to the design tab in the tool bar
2. Select the page set up toolbox
3. Check the orientation option to landscape
4. In the menu titled slides sized for, select custom from the drop down
5. Enter the width as 40.64 cm
6. And height as 22.86 cm
7. Select okay

For Mac

To create slides in PowerPoint 2008/11 for Mac select new file

1. File -> new
2. Once the file is open navigate to Page Set-up under File
3. Menu slides sized for select the option onscreen show 16:9
4. Orientation: Landscape
5. Select okay

Motion Content

As with images, motion content must be of sufficient quality to ensure proper playback on the screens. Motion content must be at least 720p (1280x720 pixels) at 30 frames per second (29.97). Audio will not play; files must be submitted with no audio. Files received with audio will not be posted and will have to be resubmitted.

Accepted motion content formats include:

- Windows Media Video .wmv
- Windows avi .avi
- MPEG-1 .mpg

Flash Content

CoolSign supports Shockwave Flash (SWF) vector animation format created in applications like Adobe Flash, Adobe LiveMotion and Adobe After Effects. SWF files exported as Version 4-9 are supported. SWF files for use with CoolSign should be authored at a playback speed of 30 frames per second. Avoid animating complicated vector shapes, large bitmaps and numerous objects simultaneously as this can result in poor performance. In such cases export into Windows .avi and then encode to Windows Media Video .wmv format.

The following formats will NOT be accepted:

- Quicktime .mov
- Flash Video .flv
- MPEG-4

- MPEG-2
- AVCHD

Note: Videos not meeting specifications will be returned, as they will not display well on the screens.

Section 5: Templates

All digital signage templates can be downloaded from http://www.sauder.ubc.ca/Resources/Digital_Signage. There are several different templates available for different purposes, all of which come with fixed photo, colour and text specifications. If different templates are required, please contact [Marketing and Communications](#).

Note: When pasting text into the templates, please ensure that all text formatting is removed (e.g. copy and paste from Notepad, not Microsoft Word), so that all formatting within the template is preserved.

Full Image Template

The Full Image Template is best used for powerful imagery that only requires a short headline.

Image Size - 1280 pixels by 720 pixels
 Headline Text Size - 40 points
 Headline Text Font - Arial Bold



Half Image Template

The Half Image Template can be used for announcements and events with limited text. It has designated space for an accompanying photo covering half the slide.

Image Size: 640 pixels by 720 pixels
 Headline Text Size: 40 points
 Headline Text Font: Arial Bold
 Body Copy & URL Text Size: 24 points
 Body Copy & URL Text Font: Arial



Third Image Template

The Third Image Template can be used for announcements and events that require more space for text. It has designated space for an accompanying photo covering a third of the slide.

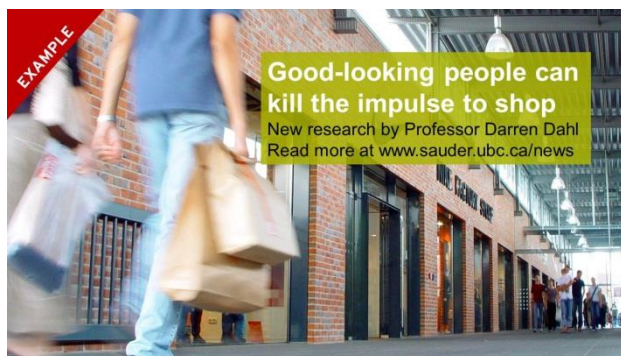
Image Size - 425 pixels by 720 pixels
 Headline Text Size - 40 points
 Headline Text Font - Arial Bold
 Body Copy & URL Text Size - 24 points
 Body Copy & URL Text Font - Arial



News Story Template

The News Story Template is designed to highlight timely Sauder news using powerful imagery as the background and a simple headline and link to the full news story. There is a floating headline box (in a variety of Sauder brand colours) that can be positioned appropriately on the image.

Background Image Size - 1280 pixels by 720 pixels
 Headline Text Size - 40 points
 Headline Text Font - Arial Bold
 Body Copy & URL Text Size - 24 points
 Body Copy & URL Text Font - Arial



Headline Bar Template

The Headline Bar Template can be used when no photo is required or necessary. The template includes text fields to clearly communicate upcoming event details.

Headline Text Size - 40 points
 Headline Text Font - Arial Bold
 Body Copy & URL Text Size - 24 points
 Body Copy & URL Text Font - Arial



Tag Template

The Tag Template is a variation of the Headline Bar Template and can be used when no photo is required or necessary. The template includes text fields to clearly communicate upcoming event details.

Headline Text Size - 40 points
Headline Text Font - Arial Bold
Body Copy & URL Text Size - 24 points
Body Copy & URL Text Font - Arial



Faculty Bio Template

The Faculty Bio Template is used to highlight faculty members at Sauder. The template includes text fields for faculty details.

Faculty Picture Image Size - 200 pixels by 275 pixels

Faculty Name Text Size - 40 points

Faculty Name Text Font - Arial Bold

Body Copy Text Size - 24 points

Body Copy Text Font - Arial

Note: Please do not exceed 3 lines of text for "Areas of Interest".

Note: To accommodate longer faculty names, the Sauder door may be deleted.



Section 6: Submitting Content

File Naming Structure

In order to maintain consistency across content uploaded, submitted content should be named using the following file naming convention:

Expiry Date (YYYY-MM-DD) - Department - Title - Sauder

Example: 2012-02-11 - Dean'sOffice - Workshop - Sauder
2012-05-30 - MarCom - News - Sauder
2012-12-05 - BCC - Co-op Info Session - Sauder

Note: "EXPIRY DATE" refers to the date that content should be removed.

File Format

Please submit single slides or series of slides (maximum of 5 slides in a series) in a Microsoft PowerPoint (PPT or PPTX) file. Motion content can be submitted in: Windows Media Video 9 .wmv, Windows avi .avi, or MPEG-1 .mpg.

Content Specifications

Please ensure that all submitted content complies with the [Sauder Digital Signage Guidelines](#). If content does not follow the guidelines, it will be returned for adjustment and resubmission.

Where to Submit

To submit content, please direct all submissions to the relevant contacts:

1. Undergraduate Students: Contact the CUS at vpmarketing@cus.sauder.ubc.ca
2. Graduate Programs and Students: Contact mba@sauder.ubc.ca
3. Faculty and Staff: Contact corresponding department
4. General submissions: Contact bigscreen@sauder.ubc.ca

Please include a post date and a removal date in the email for each submission. Specific post times (between 8am-4pm) can be requested, otherwise content will be entered into the 24 hour rotation.

Submission Timeline

Monday	Wednesday	Friday
Reception sends an email reminder to submit new content.	Content must be submitted by 4pm.	Reception posts approved content for the upcoming week by the end of day.

Note: Please email bigscreen@sauder.ubc.ca to be added to the weekly email reminder list.

Content will be updated on a weekly basis. Any material submitted after Wednesday at 4pm will be uploaded with the following week's submissions. Event content will be displayed for a maximum of one week prior to the event, and will be removed at midnight on the day of the event. Other content (e.g. news announcements) will run for a maximum of 30 days, unless new content is provided or a specific expiry date is stated. Content that promotes a recurring event will be scheduled accordingly.

Section 7: Contact Information

For questions or comments regarding submissions, or to be added to the weekly email reminder list, please contact the Sauder Digital Signage Coordinator at bigscreen@sauder.ubc.ca.

For Sauder Digital Signage hardware or monitor issues, CoolSign training and access, please contact Sauder Learning and Technology Services (LTS) at help@sauder.ubc.ca.

For the creation of new templates or for questions or comments regarding the [Sauder Visual Identity Guidelines \(VIG\)](#), please contact Marketing and Communications at 604.822.8436 or patricia.fraser@sauder.ubc.ca.