GUIDELINES FOR USING UA DIGITAL SIGNAGE

University colleges and departments can use Four Winds Interactive (FWi) as their provider for digital signage. The University has an enterprise license for FWi. By tying into a single system, the University will have the opportunity to use the screens for emergency messaging and general announcements.

REQUIREMENTS

Content should be limited to items for which the University is directly involved in the activity through participation, sponsorship or partnership with one of its recognized organizations, colleges or departments. The digital signage is not, nor is it intended to be, a public forum or a limited public forum.

The signage should not be used to promote personal activities or events.
- No personal ads – selling personal items, etc.
- No outside-the-university advertisers

STANDARDS & Guidelines

- Content that condones or promotes behavior that violates University policies, or local, state or federal law is prohibited for display
- Content with questionable material or language should not be displayed to maintain the image of the university
- If content violates Digital Signage standards, the University reserves the right to edit/remove content on displays
- Ensure all content on digital signage is relevant to audience
- Ensure all content is proofread and there are no errors
- The University will have access to your screens for emergency communications.
- Other University announcements should be displayed (negotiated)

Font/Graphics

- Must include
  - Templates provided by the University
- Avoid fonts and graphics that are busy and difficult to read. *Keep in mind these displays act as billboards* Recommended font:
  - Recommended sans-serif: Arial, Helvetica
    - Other options: Serif: Eidetic Neo, Garamond
    - Size: Vary depending on font selection, a standard font size of at least 32 pt. Larger sizes recommended for readability from 3 ft. away and beyond
    - Line height of +4 of font size
    - Select a font color that has a high contrast against background color
  - Recommended images
    - Resolution should be at least 72 dpi (dots per inch). Start with a larger image and scale down. If reversed, the image will appear pixilated. It is recommended to have no images than images that are pixilated or distorted.
- Ensure fonts and graphics are cohesive throughout all areas on screen
- If using rotation, transitions or motion:
  - Depending on the amount of text, graphics, etc., keep them these elements viewable long enough to allow audience to read messages, but not so long that audience loses interest
  - The use of a slow fade transition is the recommended transition