

Digital Signage Guidelines

The College of Engineering maintains high-definition displays in several buildings on campus: Batcheller, Covell, Dearborn, Gleeson, Johnson, Kearney, Kelley, Owen, Rogers, and the Radiation Center. Content displayed on these screens is managed by the COE Marketing and Communications team.

The purpose of these displays is twofold: To communicate important messages to our primary internal audiences (COE students, faculty, and staff) and to represent our public face to visitors, showcasing the college's strengths and enhancing its reputation. These guidelines are intended to help ensure that our digital signage is used effectively toward these ends.

CONTENT GUIDELINES

- » Subject matter should be directly and immediately relevant to the COE community.
- » Content must be consistent with the COE strategic plan and ideally should help to achieve strategic communication objectives.
- » Any usage of OSU logos or trademarks must comply with established OSU visual identity guidelines.
- » Material should be appropriate for a general audience, including visitors to campus. Remember: This is our public face; we want it to look good.

DESIGN SUGGESTIONS

- » Think headlines, not paragraphs. Keep text to the minimum necessary to convey your message.
- » Strive for a clean, simple look, with no more than one or two images.
- » Use an easily readable typeface at an appropriate size. Your audience will have 15 seconds at most to absorb your message.

FILE SPECIFICATIONS

- » Files should be high-quality JPEG or PNG format.
- » Image size should be 1920 x 1080. (This is the native resolution of the screens. There is no advantage to using higher-resolution images, and lower-resolution images may not display properly.)
- » Templates for use in InDesign and PowerPoint may be downloaded from My COE at <http://engineering.oregonstate.edu/my-coe>, under the heading "Digital Signage Templates."
- » If using a template, export slide to a JPEG or PNG image. (From InDesign, select maximum quality, 72 ppi resolution of 72 ppi, and RGB color space.)

SUBMISSION PROCESS

- » New slides will be reviewed and approved each Friday, to be incorporated into display rotations starting the following Monday.
- » OSU departments and student groups may submit slides by email to COEdigisigns@oregonstate.edu. The message body should include display lifespan (start/end date) and target audience (specific schools or college-wide). Slides may also be submitted directly to individual school public information representatives.
- » To be considered for the following week, slides should be submitted by the end of the day on Thursday. Exceptions may be made for time-sensitive submissions that need to go up prior to the following Monday.