AQUINAS COLLEGE

DIGITAL SIGNAGE PROCESS

EFFECTIVE FEBRUARY 2023

Departments have two options for getting digital slides onto TV monitors:

1. You create a slide based on the guidelines shown below.

- Submit your slide through the [Marketing and Communications Work Request](aquinas.edu/request) (aquinas.edu/request) with your contact information and the begin/end dates for the slide.

- After you submit the slide, it will be reviewed by Marketing. If not approved, digital staff will be in touch with suggested edits.

- Once the slide is approved, the digital staff will publish the artwork to the TV monitors.

2. Marketing creates artwork for the department.

- Begin your graphic request by filling out the [Graphic Request Form](aquinas.edu/graphic-request) (aquinas.edu/graphic-request)

- The Marketing Project Manager will create a job ticket after you discuss the project.

- Please note: Adequate lead time is required to complete the project and can vary based on time of year.
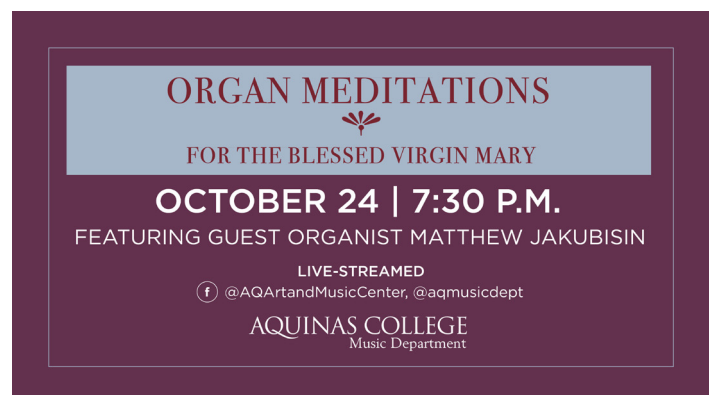
SLIDE CONTENT GUIDELINES

INFORMATIONAL SLIDES

Informational slides must contain:
- Title
- Date
- Department Logo
- Point of contact (QR code, email address or website URL)

EVENT SLIDES

Event slides must contain:
- Title
- Date and Time
- Location
- Department Logo
- RSVP information (if applicable)

SLIDE DESIGN GUIDELINES

1920 PIXELS WIDE

1080 PIXELS HIGH

Use the official department logo on the slide. If you don't have it, ask for it via the Project Request Form.

No critical text or photos should extend into this safety zone. Non-essential backgrounds and patterns are allowed in the zone.

Use a safety zone of 100 pixels on the top and sides.

Leave a safety zone of 150 pixels on the bottom.

NEW STUDENT
Orientation AT AQ

CARNIVAL
SATURDAY AUGUST 21
8:30-10 P.M. | HOLMDENE LAWN
HOSTED BY SAO & AQPB

AQUINAS COLLEGE

Font Faces

Use simple, clear fonts. Suggested fonts are Gotham (preferred), Arial, and Helvetica.

Font Size
Point sizes differ with each font, though size 20-30 is a good target. Text should be visible 10 feet from the monitor. Be mindful of adequate spacing between each element and all lines of text.

Text
Use the 3x5 rule. Three lines of text, and a maximum of five words per line. Or, the other way around. Too much info on the screen prevents easy reading in a brief time. Most slides last 20 seconds.

Color Palette
A color palette is shown below with HEX formulas. Other than black or white, please do not use colors outside of the palette. Use text colors that have high contrast to the background color.

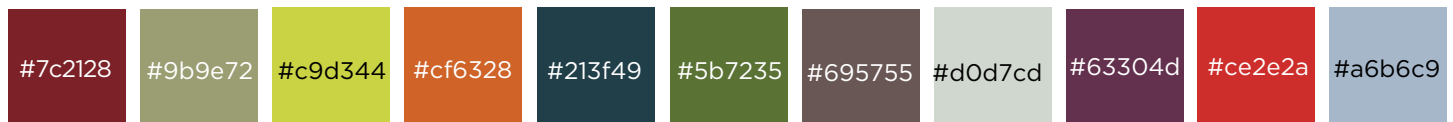| #7c2128 | #9b9e72 | #c9d344 | #cf6328 | #213f49 | #5b7235 | #695755 | #d0d7cd | #63304d | #ce2e2a | #a6b6c9 |

Photo and Art Usage
Use photos and graphics that are 72 dpi or higher. Smaller resolutions will result in pixelated images. Also make sure you have legal permission to use the photos/artwork.

Submitting Artwork
Submit a JPEG or PNG using the ratio of 1920 pixels wide by 1080 pixels tall, 72 dpi or higher, and 500kb to 3MB in file size through the Marketing and Communications Work Request. We will review each slide and resize/optimize as needed. If in doubt, it's better to provide a higher-resolution slide.

Additional Options
The software for digital signs offers opportunities for QR codes, text overlays (an easy way to change dates instead of a new graphic), content from RSS feeds, social media feeds, video, audio, scheduling, location-specific display, and more. Reach out to Dave DeJonge at dejonged@aquinas.edu to discuss.