

TECHNOLOGY SERVICES

Digital Signage Standards for Xibo Users



These Digital Signage Standards were established to provide a set of required settings and guidelines to ensure consistent and effective use of physical digital signage displays across the FHSU campus, while assuring accuracy, consistency, integrity, and protection of the identity and image of the University.

- The use of **Xibo** digital signage software is encouraged to enhance communication and engagement throughout the university.
- Digital signage can help Fort Hays State University departments share information, promote events, provide reminders, and promote activities across campus to FHSU students, faculty, staff, and visitors.

TABLE OF CONTENTS

[BACKGROUND and SCOPE](#)

[STANDARDS:](#)

- [Content Specifications](#)
- [Content Guidelines](#)
- [Focus](#)
- [Legibility](#)
- [Text Styles](#)
- [Usage Guidelines](#)
- [Training](#)

[ADDITIONAL RESOURCES](#)

BACKGROUND and SCOPE:

Digital signage has been used in the Memorial Union, residence halls, and other buildings for many years to provide space for digital promotions. As digital signage opportunities on campus continue to increase, this document should be referred to and refined as necessary.

These standards apply to FHSU faculty, staff, student, and temporary employees who are authorized to create or manage any and all content for Xibo digital signage displays visible on campus.

TECHNOLOGY SERVICES

Digital Signage Standards for Xibo Users



STANDARDS:

CONTENT SPECIFICATIONS:

- Landscape (horizontal) 16:9 display: 1920 x 1080 px
- Portrait (vertical) 9:16 display: 1080 x 1920 px
- Videos: Widescreen specifications of 1080i or 1080p

CONTENT GUIDELINES:

The creation of content for digital displays requires consideration of technical, legal, and aesthetic factors for video and audio delivery.

- Content should promote University activities, events, and educational opportunities in a time-sensitive manner.
- Material should be informative and of interest to students, faculty, and staff.
- Content and/or photos should not overlap into multiple pages, as viewers may miss individual ads.
- All copyright and trademark laws must be observed and upheld for any content created.

University Marketing provides assistance with logos, other identity marks, and brand standards.

All digital signage must comply with established brand guidelines from University Marketing.

FOCUS:

- Keep it simple and concise. Communicate only 1-2 points of information per slide, instead of 1-2 paragraphs.
- Include concise date, time, and location information for an event.
- Use QR codes, website URLs, social media symbols, or recognizable icons to direct viewers to view additional details.

LEGIBILITY:

- Audience should be able to easily read, see, and understand the content message up close, as well as from a distance.
- The resolution limitations require a simple, bold text or font.
- Avoid light, ornate, or decorative fonts with fine thin lines or fonts with delicate serifs (even in larger sizes); they are difficult to read.
- Limit the number of characters (letters, spaces, etc) in a line AND the number of lines on a graphic. Forty characters or less is a preferable line length, and a maximum of 10 lines per graphic is a good target.
- The simpler the graphic, the better the communication will appear. A good rule of thumb is *when in doubt, leave it out.*

TECHNOLOGY SERVICES

Digital Signage Standards for Xibo Users



- When the maximum amount of text is being used, a thick, simple font is recommended (such as Arial Bold). If text is not legible, it not only fails to achieve the goal of communication but could also offend the viewer.
- Limit content so that the viewer has sufficient time to read it during the brief display time.
- Remember, most people are walking by the displays and are not captive audiences.

TEXT STYLES:

- Be consistent and keep the number of font selections on the screen at one time to a minimum.
- Ensure your message is concise and impactful by avoiding excessive text.

USAGE GUIDELINES:

Access and Authorization:

- Only authorized users shall have access to the Xibo software.
- All content uploaded should comply with the FHSU's [Digital Signage Policy](#).

Scheduling Content:

- Content should be displayed during appropriate times and on appropriate displays to maximize visibility.
- Xibo users should update and refresh content regularly to keep information up to date.

TRAINING:

- Initial training of users who will be responsible for the creation and management of Xibo displays shall be provided upon setup.
- Xibo training resources are available on the Technical Training website (www.fhsu.edu/technology/training) and upon request.

ADDITIONAL RESOURCES:

- [University Brand Standards](#)
- [Xibo Basic Guide](#)
- [Xibo Helpful Tips](#)