



POLICY TITLE: Digital Signage Policy

POLICY PURPOSE: The presence of digital signage is a great way to share information, promote events, provide reminders and in general promote activities across campus with students, faculty, staff and visitors to Fort Hays State University. The purpose of this policy is to ensure accuracy, consistency, integrity and protection of the identity and image of the University by providing a set of minimum standards and guidelines for digital signage.

BACKGROUND: Digital signage has been used in the Memorial Union and Residence Halls for many years, and just recently the University launched interactive way-finding kiosks that also provided some space for promotions. The desire to upgrade and enhance the current system, as well as expand to academic buildings and other areas of campus has started a discussion on where to locate systems and what type of content should be displayed.

APPLIES TO: Faculty, staff, students, temporary employees

DEFINITIONS: Digital Signage – Specialized form of broadcasting in which content including images, video, streaming media, and information, is displayed in public places for informational or advertising purposes.

Digital Display - a display that gives the information in the form of characters (numbers or letters). Technologies include LCD, LED and Projection systems.

CONTENTS:

POLICY STATEMENT: Digital signage is a resource for the University. Digital signs share information and promote programs sponsored by University units or University-affiliated organizations. Individual units will manage signage located in their facilities, but must follow the content guidelines below.

Advertising of events is limited to events approved by Fort Hays State University, in accordance with separate University policies governing the use of campus facilities. Events include, but are not limited to the following:

- events sponsored or organized by registered student organizations
- students involved in campus campaigning
- University divisions, departments, and offices conducting University business
- Community groups, affiliated organizations or outside organizations hosting events on campus

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

INTENDED USE

Digital signage across the campus is intended to be used as follows:

- Improve engagement and accessibility to University events, activities and services.
- To visually promote and publicize events, resources and services, including lectures, workshops, exhibits, and special campaigns (i.e. sustainability initiatives or fundraising events).
- The primary audience for the Digital Signage will be current students, faculty and staff and all visitors to the University. Content directed only towards small target groups should be posted at the discretion of the department.
- In the event of an emergency all of the digital signage displays will be used to broadcast the emergency messages.
- In general, content from those not affiliated with Fort Hays State University will not be posted, however it may be considered if the group or individual is sponsored by a division, department or college.
- The Digital Signage system is not intended for announcements that do not support the mission of the University.
- The use of digital signage is subject to the requirements of legal and ethical behavior within the University community.
- Time sensitive events may receive priority posting.

CONTENT

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.

University Relations and Marketing provides assistance with logos, other identity marks and brand standards. This is available on the website at <http://www.fhsu.edu/urm/>. All copyright and trademark laws must be observed and upheld for any content created.

Acceptable Content

- Announcements relating to significant student or faculty/staff achievements, awards or accomplishments.
- Event information for upcoming activities sponsored or coordinated by FHSU.
- Event information for upcoming activities sponsored or coordinated by recognized alumni and student organizations/clubs.
- Event information for activities to be held in or at FHSU, but hosted or sponsored by an unaffiliated approved organization.
- Changes in timing or location of regularly scheduled activities or special events, including street closings and parking procedures.
- Results of academic, athletic or sponsored competitions (congratulatory listing of winners).
- Upcoming deadline information, including activities like course registration, last day to withdraw, nominations, scholarship applications, event reservations, etc.
- Information on new programs, courses, or services available to students, faculty or staff.
- Welcoming statements for special guests or groups visiting Fort Hays State University.
- Emergency notifications.

- TMN productions that meet their boards standards.

Unacceptable Content

- Classified ads (cars/apartments/bicycles/computers, etc.).
- Personal messages (one person to another).
- Political statements relating to local, statewide or national elections.

APPEARANCE

It is important to consider various specifications when designing content for the digital displays.

Aspect Ratio

The LCD displays are 16:9 widescreen displays, which can be mounted horizontally or vertically. The display will contain multiple windows, boxes, crawls or scrolls.

Legibility

The resolution limitations require simple, bold text or type. It is best to avoid light, ornate or decorative fonts with fine thin lines or fonts with delicate serifs (even in larger sizes) because they are difficult to read.

Digital signage practices recommend a limit on 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.

When the maximum amount of text is being used, a thick, simple font is recommended (such as Arial Bold). If it is not legible, it not only fails to achieve the goal of communication, but could also offend the viewer.

Content should be limited 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.

Graphics and Colors

Insufficient contrast between text and background can make reading difficult. Some color combinations may provide sufficient contrast, but still be difficult to view because one or more of the colors is extremely bright.

Photography is a great way to promote events as it gives the viewers an idea of past events. When creating an ad with photos, be sure the information is visible. A general recommendation for a well-designed layout is to use no more than three (3) photos per ad.

APPROVALS

Each unit responsible for one or more digital displays must establish procedures for the review, approval and scheduling of messages. Slides must be routed through and approved by University Relations and Marketing, unless using an approved template.

Displays should be actively monitored to ensure content is current.

It is recommended that messages be approved for a maximum of two (2) weeks prior to an event with the posting to be taken down no later than the first business day after the event has occurred. During times of high demand, shorter posting periods could be established in order to accommodate all the groups.

Material that does not comply with the guidelines recommended by University Relations and Marketing may be removed or required to be modified.

EXEMPTIONS

Exemptions must be requested in writing to University Relations and Marketing. Written requests will be evaluated and approved based on if the specific use of such signage is to connect students, faculty or staff to university-subscribed commercial content even though they may advertise external events and services that are not sponsored by FHSU. This may include displays used for cable television programming, streaming media, online newspaper content, electronic journals and similar online learning resources. Exemptions may be revoked with suitable notice if external advertising is determined to be detrimental to campus community.

EXCLUSIONS OR SPECIAL CIRCUMSTANCES:

Individual units determine what their signs will display with two exceptions:

- Centrally distributed emergency messages will override all messages in emergency situations.
- Institutional messages requested by the president or vice presidents that units add to their scheduled message rotations. Technology Services will be the point of contact for distribution of campus-wide messages.

RELATED DOCUMENTS:

Policies: Campus Posting Policy
Copyright Policy

Forms:

Other:

KEYWORDS:

digital signage, displays, copyright, trademark, exemptions

RESPONSIBLE OFFICE:

Technology Services

RESPONSIBLE UNIVERSITY OFFICIAL:

Vice President

ORIGINATION DATE: 10/2016

REVIEW CYCLE: 2 Years

POLICY ADDRESS:

LAST APPROVED ON: Adopted by ELT 8/28/2017

REVIEW/CHANGE HISTORY: Adopted by ELT 3/31/2017

NEXT REVIEW DATE: 8/2019
