

## **Digital Signage Procedures:**

The Center for Student Involvement oversees the University's digital signage system, where television screens have been set up in Hoke Union Building, Inlow Hall, Loso Hall, and Quinn Coliseum. These screens allow clubs/organizations and departments the opportunity to advertise/promote their events and/or important information relevant to the campus community.

Those wishing to put information on these screens should submit the necessary materials to the Center for Student Involvement 48 hours in advance to allow the Center time to upload and setup the necessary information. Please submit the following to [center@eou.edu](mailto:center@eou.edu):

1. A landscape image (JPEG format) that contains all necessary information (date, time, location, etc.) with dimensions set for 20" x 9.896". Examples of acceptable materials are posters or flyers.
2. The title of your event or promotional material.
3. Indicate a start date and end date (materials can only run for 14 consecutive days).

Once displayed, the image will run for 14 consecutive days. Please note that the image will be displayed for 10 seconds and randomly appear within the other images submitted.

### **Tips:**

- For effectiveness, remember to have a vivid image, which catches people's eyes.
- Emphasize in a large, readable type face the most important content (i.e. name of the event, time, date and place, cost, for more information call, etc.).
- Stick to size 20pt font or higher.
- Refrain from super-bright colors such as pure white, bright yellow and hot pink. If you use a bright color, use it sparingly.
- Do not use copyrighted content unless you have received consent from the copyright holder and can provide evidence of such to the Center for Student Involvement if requested.