

## **CAMPUS DIGITAL SIGNAGE GUIDELINES**

Augsburg University

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### **OVERVIEW**

The purpose of this document is to address technical, content, and architectural specifications for how digital signs are chosen, designed, installed, and managed at Augsburg. Digital signs have the potential to enhance the experience of Augsburg's campus community and visitors, as well as to emphasize the physical beauty of the campus, in which the institution has invested heavily. Using digital signs to achieve these objectives requires a consistent, campus-wide approach to terminology, visual standards, and information verification.

### **DEFINITION AND EXCLUSIONS**

For the purposes of this document, a digital *sign* is any permanent or semi-permanent interior electronic display device that delivers content in a public space. A digital *screen* is a graphic that appears on a digital sign. Digital signs that are intrinsic components of an athletic event, theatrical production, work of art, or cultural event are beyond the scope of these guidelines. Scoreboards and set pieces, for example, are excluded, though digital screens used in a concourse or lobby are not. This document does not apply to display devices in non-public spaces, such as classrooms, conference rooms, or individual employees' offices, but does apply to public-facing displays in reception areas.

### **CAMPUS-WIDE APPROACH**

All digital signs must be compatible with the institution's WordPress-based digital signage system, which serves content to display devices. This approach simplifies management and training, encourages a consistent user experience across campus, and allows digital screens to be used to convey critical information in the event of a campus emergency.

All digital signs will:

- use the WordPress-based management system
- display screens aligned with Augsburg's branding guidelines
- be compatible with the architectural setting in which they are placed
- with few exceptions, include campus-wide content.

### **INSTALLATION OF NEW SIGNS**

The process of installing new signs is a collaboration among the requesting department, Marketing and Communication, Information Technology, and the Campus Design Committee.

**Information Technology:** Recommends, purchases, and installs hardware (signs and players), and maintains the campus-wide infrastructure needed for digital signage.

**Marketing and Communication:** Marketing manages the WordPress-based digital signage system and content campus-wide and advises departments on options for displaying their own content.

**Campus Design Committee:** Reviews planned signage when needed to ensure architecturally appropriate placement and installation.

### **SUBMITTING CONTENT FOR CAMPUS-WIDE DISPLAY**

Three primary types of screens make up the majority of content on Augsburg's digital signage: event announcement screens, general announcement screens, and evergreen screens. Marketing has developed templates for each type of announcement.

Campus units and recognized student organizations can request that their events or announcements be displayed by submitting a request at [inside.augsburg.edu/marketing](http://inside.augsburg.edu/marketing). The information provided will be entered into a template and posted. We strongly encourage including a photo, as a distinct graphic element helps identify your screen. For events, please submit information no less than two weeks before the event to allow ample opportunity for the campus community to encounter the information.

Digital screens are the preferred method for announcing and promoting on-campus events in our buildings. For this reason, generally speaking, Marketing and Communication will not design or produce posters, flyers, or handouts to promote on-campus events to internal audiences. However, the Copy Center is available as a resource for posters if desired.

Screens that advertise or promote external entities require a contract approved through the standard process in the CFO's office. This ensures that proposed advertising does not conflict with existing contractual obligations. In most cases, advertising for external entities will not be appropriate. Exceptions may include, at the institution's discretion, ads for institutional-level sponsors and ads for sponsors of specific conferences or events.

### **SUBMITTING CONTENT FOR DISPLAY ON SPECIFIC SCREENS**

Campus units that wish to submit content for display on specific screens on campus (for example, screens adjacent to an event space, performance venue, or department office) can submit content using the request form at [inside.augsburg.edu/marketing](http://inside.augsburg.edu/marketing). To develop self-service options allowing more direct departmental access to a particular screen, work with Marketing and IT to develop a plan for the screen, including the information to be shared and the method of managing and updating that content.