Digital Sign Examples

Don’t

1 Avoid irrelevant, pixelated, and blurry photos.
2 Make sure color combinations and the fonts you choose are readable and accessible.
3 Avoid too many words and make sure the text is large enough to read.
4 Make sure to use our current up-to-date logos and make sure logos are clear and do not have a background behind them.

Do

1 Use a relevant and clear photo.
2 Text is clear and easy to read because of it’s color contrast with the background and font. It is best to use one of WSU’s branded fonts.
3 Keeping things short! Utilizing bullet points can also make your sign more engaging.
4 Contact information can be very helpful.
5 If you have the ability to, a QR code can help! If not, include a short URL.
6 Use the current WSU Spokane logo or unit logo. Make sure the logo is not blurry and has a transparent background.

For more on WSU's brand guidelines, please visit brand.wsu.edu