WSU Spokane Campus | DIGITAL SIGNAGE POLICIES

POLICIES

• Publishing of digital signage announcements is available to WSU/EWU registered student organizations (RSOs), WSU Spokane campus academic programs, research/outreach units, and business units only.

• Announcements must be received one week prior to desired publishing date. Announcements not received by the deadline may not be published.

• Digital Signage Management Group reserves the right to edit or reject submissions for clarity, content, copyright infringement, and aesthetics.

• Digital Signage Management Group reserves the right to reject inappropriate announcements. For example, announcements depicting or promoting alcohol consumption, drug use, or weapons will not be approved. Announcements should be relevant to the WSU Spokane Campus.

• Digital Signage Management Group reserves the right to reject announcements that are not the correct dimensions (1050 x 700 pixels, 72 dpi and saved as a jpeg) for the digital signage system. Downloadable templates and examples of good design and not-so-effective design are on this website.

• Digital Signage Management Group does not archive announcements; groups will be responsible for resubmitting announcements for reposting.

• RSOs, academic programs, research/outreach units, and business units may submit one announcement per event/per week. With special circumstances, two announcements may be submitted for one week in conjunction with a special event. However the number of submissions by any one unit may not exceed 20 announcements per semester. (Please submit a written request for exception under the comments section of the form.)

STANDARDS

• Digital signage Ads must be sized to 1050 x 700 pixels, 72 dots per inch (dpi), and the file must be saved as a jpeg under 200k.

• WSU departments should refer to http://identity.wsu.edu/ and follow required university identity and style guide standards.

• EWU departments should refer to http://www.ewu.edu/logo and follow required university identity and style guide standards.

Effective July 1, 2012
• WSU Registered Student Organizations (RSOs) have permission to use WSU spirit marks, but not the university logo. More information is available at http://identity.wsu.edu. To obtain digital copies of the spirit art, contact identity@lists.wsu.edu.

• When designing promotional materials for the campus digital signage system, please keep clarity and aesthetics in mind by using easy-to-read fonts and clear photos. Make sure to include all pertinent information such as date, time, and location of an event.