



Digital Signage at Sonoma State University

WHAT IS DIGITAL SIGNAGE?



- Digital signage provides a free space to market for all clubs and organizations and departments on campus.
- TVs are found on all three floors of the Student Center
- LoboVision in Seawolf Plaza

TYPES OF DIGITAL SIGNAGE

LoboVision:

- LoboVision is the large screen located in Seawolf Plaza on the east wall of the Recreation Center.
- It is the largest form of digital signage on Sonoma State University's campus and can be seen by anyone walking through Seawolf Plaza.

The Student Center:

- The Student Center is the building located directly across from the Recreation Center in Seawolf Plaza.
- There are several digital signage screens located on all three floors of the Student Center and in The Kitchens and they can be seen by visitors at all hours of operation.

WAYS TO USE DIGITAL SIGNAGE



ATHLETICS

To promote sporting events and games



DEPARTMENTS

Departments can advertise events or recognize students and staff



CLUBS & ORGS

To promote club and organization events or meetings or accomplishments

GUIDELINES

ORIENTATION & FORMAT

The required orientation is **landscape**. Content must be submitted in JPG, PNG or MP4.

FONT

Choose a readable font size. Try at least **60 pt** for the headline text and at least **24 pt** for the body text.

SIZE

All content posted on digital signage must be **1920 x 1080 pixels** and image resolution must be either **72 or 96 dpi**.

COLOR

Make sure to have a strong contrast between the image color and text color, so your content can be easily read.

KEEP IT SIMPLE

Each graphic is only visible for **15 seconds**. Limit message to **140 characters** per slide.

VIDEO

There will be no audio on any videos and the maximum length of videos for digital signage is **90 seconds**

CREATING THE PERFECT GRAPHIC

- Canva
- Adobe Spark
- Visme
- Easil
- Snappa

**Tis' the season to
create gifts with personality**

Treat your family and friends
to a custom calendar

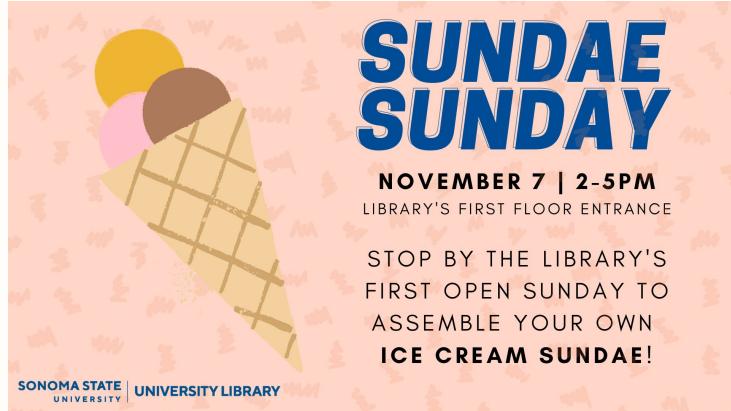
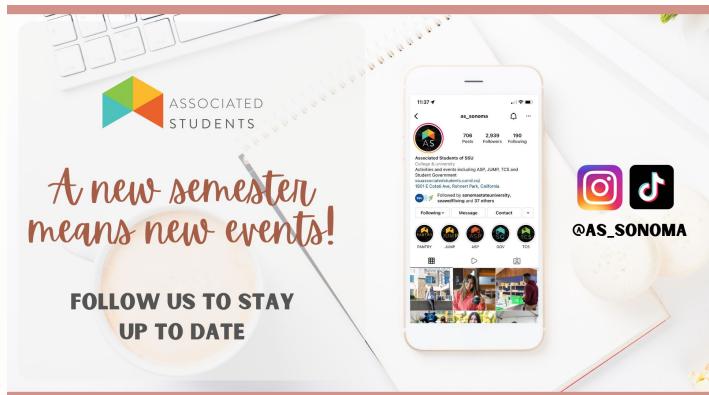
Available at Campus Prints on 2nd floor of the Student Center
Only \$13.99 per calendar offer valid through January 31, 2020



January						
Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
		1 New Year's Day	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

campus prints
per person print day

EXAMPLES:



HOW TO SUBMIT DIGITAL SIGNAGE

- The digital signage submission form can be found on the [Student Center](#) website under the Marketing tab
- Fill out the request form indicating when you would like your graphic to start
 - Digital signage content will be displayed for no less than a one-week period of time and no longer than a two-week period of time.
 - Messages will run Friday-Thursday each week.
- **Digital signage requests must be submitted at least 7 days in advance of the dates requested**
- If you would like your graphics to appear on LoboVision and in the Student Center at the same time, you must submit two different graphics
 - **Graphics cannot look the same if playing on both LoboVision and in the Student Center**

MORE INFO ABOUT DIGITAL SIGNAGE

- Digital signage is to be used for information that relates to campus events, activities, and services.
 - Events promoted through digital signage must be, at the minimum, open to the campus community, whether free of charge or ticketed.
- All graphics must clearly indicate the sponsoring organization, group, or department.
- Messages pertinent to only selected individuals or organization members or of a personal nature will not be displayed.

LOBOVISION EVENT INFO

- LoboVision can also be reserved for events such as movie nights or watching Seawolves battle it out in games and so much more!
 - To reserve LoboVision for events, please submit a request space form and if you have any questions regarding events, please contact Conference and Event Services.



QUESTIONS?