



Digital Signage Guidelines

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Section 1: Overview

Digital signage is a high profile tool which informs the UBC Sauder community and visitors by featuring information of interest on digital screens throughout the Henry Angus Building at the UBC Vancouver Campus.

Eligible Authors

Faculty, staff members, and approved student groups of UBC Sauder can submit digital signage content.

Content Examples

The variety of activities at UBC Sauder provides limitless opportunities for content providers to communicate with their intended audiences. Below is a list of content ideas:

- Announcements, events, student activities, and orientation sessions
- Seminars, workshops, conferences, and recruitment fairs
- Awards, student and faculty accomplishments, and timely media stories
- Faculty profiles and activities
- Program and division overview and profiles

At this stage, external advertising is not permitted. To submit content, please refer to [Section 6: Submitting Content](#).

Section 2: Content Standards

Eligible Content

The use of digital signage is subject to the normal requirements of legal and ethical behaviour at UBC and UBC Sauder. It is not intended for classified announcements (e.g. items for sale, etc.). All content submitted for circulation is subject to the following:

1. All content is subject to editorial review by the UBC Sauder Digital Signage Coordinator
2. All content should be relevant to the UBC Sauder community
3. All content that is directed towards small interest groups may be posted at the discretion of the UBC Sauder Digital Signage Coordinator
4. All content must NOT display corporate logos
5. Third-party advertising is not permitted at this time
6. Content from other faculties may be posted with approval by the Marketing and Communications team.
7. All digital signs will be linked to the CoolSign software on the UBC Sauder network

Compliance and Permissions

All users of digital signage must comply with all generally applicable UBC and UBC Sauder policies and all applicable contracts and licenses. Examples include, but are not limited to, the laws of privacy, copyright, and trademark. Please be familiar with these rules and ensure that the rights of all materials, imagery, and artwork used have been cleared prior to posting. Any words, images or videos used for content design must be:

1. Royalty-free, or
2. Media royalty has been paid for, or
3. Written permission has been obtained from the author (i.e. writer, illustrator, designer, photographer or videographer),
4. Free of imagery of containing alcohol or external logos

In the case of imagery showing people, such as event photos, please ensure that a Consent to Use of Image Form (Form) is signed by the people to have their photos publicized. For additional information on use of the Form, please refer to the FAQ on Consent to Use of Image available here: <https://universitycounsel.ubc.ca/files/2020/11/Final-FAQs-Consent-to-Use-of-Image.pdf>. Please contact Marketing and Communications for any questions regarding copyright, image rights and credits, consent, and licenses.

Section 3: Design Guidelines

Design Principles

Digital signage slide design should be clean, simple, attractive, appropriate for viewing and brief. The viewer should be able to comprehend the messaging on a single slide within five seconds. Multiple slides can be submitted as a series to convey longer messages (maximum of five slides in a series). Key principles to keep in mind are brevity of content, thoughtful design placement, and a clear call to action.

UBC Sauder Brand Rules

The UBC Sauder Digital Signage Templates do not include the full UBC Sauder logo. However, if the full logo is included, UBC Sauder's Brand Rules must be followed. The Brand Rules includes guidelines on protective space, minimum size, etc. Content which does not follow these guidelines will be returned for resubmission.

Please remember to reference the school as UBC Sauder and not simply Sauder in any copy.

For more information on the **UBC Sauder Brand Rules** visit [the hub](#).

More information on naming conventions can be found in the [School Naming Protocol Rules](#).

Please contact Marketing and Communications or for additional questions.

Copywriting and Typography Principles

- **Keeping Copy Tight:** Limit the number of words used per slide - slides will only display for 5-10 seconds. Direct your audience to a website for more information.
- **Maximize the Medium:** In order to work around copy limitations on each slide, information can be put onto several slides and submitted as a series (maximum of 5 slides).
- **Readability:** Text that is too small will not be readable from a distance. As a general rule, text size should not be less than 24 points.
- **Hyphenation:** Use left aligned copy and avoid hyphenating words.
- **Proofread:** Be sure that all content aligns with this document and to proofread and edit before submission. In order to work around copy limitations on each slide, information can be put onto several slides and submitted as a series (maximum of 5 slides).

Typefaces

The UBC Sauder brand utilizes two key typefaces, with varying weights and styles for increased versatility:

Stag is our display typeface, and is only used for headlines.

Whitney is our text typeface, and should be used for body copy.

It may not be possible to use these proprietary typefaces in all instances. Where it is not possible to use these typefaces, the Arial font should always be used.

- **Arial** - Arial is the default font used in all the UBC Sauder Digital Signage Templates.
- **Arial Regular** - Body text on light or dark backgrounds utilizes this weight. Upper and lower case type should be used.
- **Arial Bold** - This weight may be utilized for emphasis (e.g. headings), but should be used sparingly.

See page 22 of the [UBC Brand Rules](#) for more information on typography.

Recommended Text Sizes

Headline Text - 40 points

Body Copy Text - 24 points

URL Text - 24 points

Images

Images or videos should be at least 1280 x 720 pixels and no less than 72 dpi.

The recommended dimensions are 1920 x 1080 pixels.

Recommended Text Sizes

UBC Sauder Brand Colours

The UBC Sauder brand colours reflect the school's positioning. Sauder Green is the primary colour of our brand. Consistent use of these colours is a key strategy used to promote brand consistency and expression.

Sauder Green R 120 G 190 B 32
Sauder Blue Dark R 12 G 35 B 68
Sauder Digital Green R 49 G 155 B 66
Sauder Sky Blue R 0 G 181 B 226
Sauder Yellow R 254 G 211 B 0

Sauder Green is the primary brand colour for print and digital. However it should not be used for fonts in digital applications.

Sauder Blue Dark is used in our logo but should be used sparingly in all other applications.

Sauder Digital Green should be used for all text on digital items.

Sauder Sky Blue is the preferred colour for call to actions.

Sauder Yellow is only used as an accent to add brightness and make layouts feel more dynamic. It should never be used as a background colour.

Colour Values

Colour must be selected in the RGB model for accurate display on signs. If colours are specified in CMYK there will be a difference between how they appear and how they are intended to appear.

Background Contrast

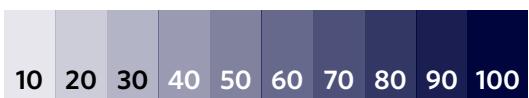
Increase contrast for a visual advantage. For greater readability, choose colour values with an equivalent of a minimum 40% greyscale shade or use reversed type (white) on solid dark background colours.

Bad ✗

Good ✓

Background Value

In general, use dark type (black) on background equivalent greyscale shades of 40% and below and reverse type (white) on backgrounds of greyscale shades of 50% and above.



Opacity

For maximum readability, ensure that opacity is not too light.

x Opacity too light 25%
x Opacity too light 50%
✓ Minimum Opacity 80%

Object Strokes

Use stroke weights that allow for easy readability. Strokes that are too thick will appear lost or broken.

✗

✓

For more information on the UBC Sauder Brand Rules visit [the hub](#).

Section 4: Content Specifications

Programs for Creating Content

Static content can be created in these programs:

- Microsoft PowerPoint
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign
- Canva

Creating Custom Static Content

All digital signage content uses templates provided by the university or designed to an equivalent standard as approved by the Digital Signage Governance Committee. Custom static or motion content (without using the PPT templates) can be created provided that the submissions meet the Digital Signage Guidelines.

Instructions on how to create a 16:9 slide using Microsoft PowerPoint can be found [here](#).

Motion Content

As with images, motion content must be of sufficient quality to ensure proper playback on the screens. Motion content must be at least 720p (1280+720 pixels) at 30 frames per second (29.97). Audio will not play; files must be submitted with no audio. Files received with audio will not be posted and will have to be resubmitted.

Accepted motion content formats include:

- Windows Media Video .wmv
- Windows avi .avi
- MPEG-1 .mpg
- MPEG-2 .mpg
- MP4 H.264

Section 5: Templates

All digital signage templates can be downloaded [here](#). There are several different templates available for different purposes all of which come with fixed photo, colour and text specifications. If different templates are required, please contact [Marketing and Communications](#).

Note: When pasting text into the templates please ensure that all the text formatting is removed (e.g. copy and paste from Notepad, not Microsoft Word), so that all formatting within the template is preserved.

- **Full image template:** best used for powerful imagery that only requires a short headline.
- **Half image template:** can be used for announcements and events with limited text. It has designated space for an accompanying photo covering half the slide.
- **Text heavy template:** can be used for announcements that require more space for text where no photo is required.

Section 6: Submitting Content

File Naming Structure

In order to maintain consistency across content uploaded, submitted content should be named using the following file naming convention:

Expiry Date (YYYY-MM-DD) - Department - Title - UBC Sauder

Example:

- 2022-02-11 - Dean's Office - Workshop - UBC Sauder
- 2022-05-30 - Marcom - News - UBC Sauder
- 2022-12-05 - BCC - Co-op Info Session - UBC Sauder

Note: "EXPIRY DATE" refers to the date that content should be removed.

File Format

Please submit single slides or series of slides (maximum of 5 slides in a series) in a Microsoft PowerPoint (PPT or PPTX) file. Motion content can be submitted in: Windows Media Video 9 .wmv, Windows avi .avi, or MPEG-1 .mpg, MPEG-2 .mpg and MP4 H.264.

Content Specifications

Please ensure that all submitted content complies with these Guidelines. If content does not comply, it will be returned for adjustment and resubmission.

Where to Submit

To submit content, please direct all submissions to the relevant contacts:

1. Undergraduate Students: Contact the CUS at vpmarketing@cus.sauder.ubc.ca
2. Graduate Programs and Students: Contact mba@sauder.ubc.ca
3. Faculty and Staff: Contact corresponding department
4. General submissions: Contact bigscreen@sauder.ubc.ca

Please include a post date and a removal date in the email for each submission. Specific post times (between 8am-4pm) can be requested, otherwise content will be entered into the 24 hour rotation.

Submission Timeline

Monday	Wednesday	Friday
Reception sends an email reminder to submit new content.	Content must be submitted by 4pm.	Reception posts approved content for the upcoming week by the end of day.

Note: Please email bigscreen@sauder.ubc.ca to be added to the weekly email reminder list.

Content will be updated on a weekly basis. Any material submitted after Wednesday at 4pm will be uploaded with the following week's submissions. Event content will be displayed for a maximum of one week prior to the event, and will be removed at midnight on the day of the event. Other content (e.g. news announcements) will run for a maximum of 30 days, unless new content is provided or a specific expiry date is stated. Content that promotes a recurring event will be scheduled accordingly.

Section 7: Contact Information

For questions or comments regarding submissions, or to be added to the weekly email reminder list, please contact the UBC Sauder Digital Signage Coordinator at bigscreen@sauder.ubc.ca.

For UBC Sauder Digital Signage hardware or monitor issues, CoolSign training and access, please contact UBC Sauder Learning and Technology Services (LTS) at help@sauder.ubc.ca.

For the creation of new templates or for questions or comments regarding the [UBC Sauder Brand Rules](#), please contact Marketing and Communications at marcom@sauder.ubc.ca.

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