

# HRL Digital Signage Style Guide

August 2018

## File Size & Types

**JPG, JPEG, & PNG:** Uploaded images should be JPG/JPEG or PNG. PDFs & PowerPoint files cannot be uploaded. Zip files can be used if you're uploading multiple signs. Videos can be uploaded. If you're uploading a video, please delete the audio track as digital signage is not meant for audio.

**1920x1080 pixels:** If you're creating an image/slide, a good general size to use is 1920 pixels wide by 1080 pixels high.

## Best Practices

**Dwell Time:** By default, the system chooses how long to display each sign. Ideally, you should change this to :05-:10 per sign.

**Schedule:** Do not display signs indefinitely. Set an end period for every sign.

**Saving:** If able, please save all files (including originals for future use) to:  
P:\HRL-Business Applications\1. U of M supported software\Digital Signage\Slides

**Wording:** 7 words, 7 lines maximum: you should not have more than 7 words on a line, and no more than 7 lines total.

### Timing Suggestions:

- **Events:** the slide should go up at least 2 weeks prior and end with the end of the event.
- **Ongoing Messages:** the slide may be scheduled for an extended time period, with a short screen flash time, but no longer than 2 weeks.
- **Ongoing Events With Changing Dates:** The example for this is gopher sports events. These slides should only carry dates within the same week. They can be scheduled to go up immediately after the last one ends. The timing should end with the last event "time." These dates and turn off times will vary during the day and week.

## Appropriate Content for Signs

- All content will adhere to the university's nondiscrimination statement:  
*The University shall: provide equal access to and opportunity in its programs, facilities, and employment without regard to race, color, creed, religion, national origin, gender, age, marital status, disability, public assistance status, veteran status, sexual orientation, gender identity, or gender expression.*
- No external advertising or logos
- Okay to provide information about student resources available on campus by UMN departments and organizations

## Style: Logos, Colors, Photos & More

Looking for UMN or HRL logos and colors? Find them, along with stock photos, and the HRL Brand Guide on the HRL Brand website: [housing.umn.edu/brand](https://housing.umn.edu/brand)

**Fonts:** Utilizing departmental fonts are not required, but it's an easy way to make your design look nice without hunting for fonts. Housing utilizes the Raleway font for headings, and the Open Sans font for body copy. These fonts are preinstalled on your computer, and available to utilize with Google applications.