

University Libraries Digital Signage Policy

The University Libraries' digital signage is used to communicate Library-specific information to patrons. Library departments and faculty/staff may request to display information pertaining to Library matters such as collections, events, services, news, and staff. All information will be approved for display at the discretion of the Associate Director for Operations and Access Services. The Library reserves the right to edit submissions for digital signage display.

Digital Signage Guidelines:

1. Use the PowerPoint Template, *Digital Signage PPT Template.pptx*, to add the content you wish to be displayed on the Digital Signage TVs in the Libraries at Stony Brook University.
(Currently available in Central & North Reading Rooms only)

Download template from here:

<https://drive.google.com/open?id=0B3-K8cR7H2yrYTVRUjB3ejBwZUk&authuser=0>

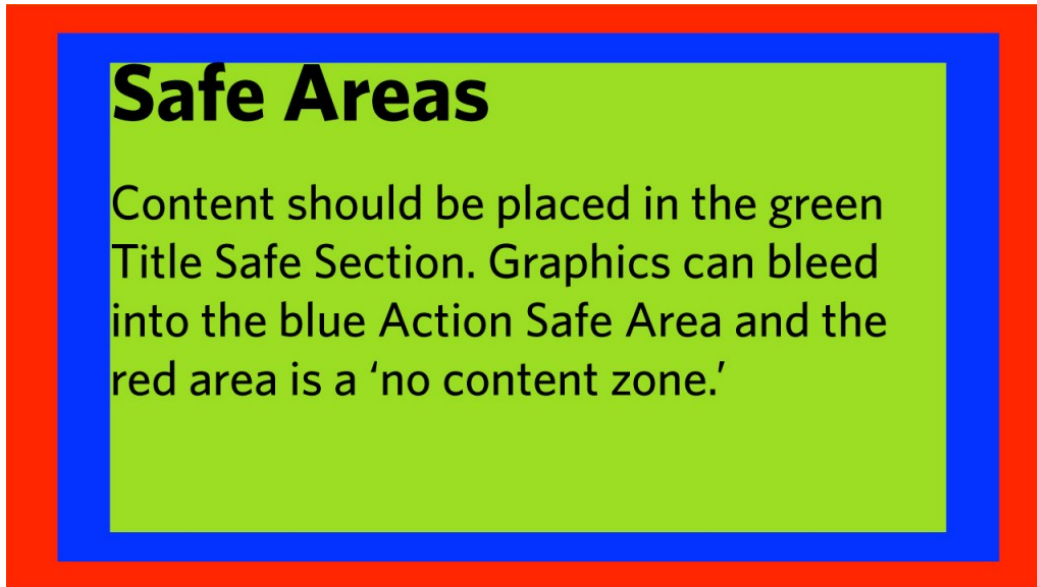
2. There are two (2) different types of slides at this point, use either one or both:
 - a. 1920 x 1080p Slide with SBU Libraries Logo and Date/Weather/Time
 - b. 1920 x 1080p Full Screen Slide
3. Email the PowerPoint file to Library IT LibraryIT@stonybrook.edu

Digital Signage Tips:

1. Keep it simple and clean! Too much clutter will offend the viewers.



2. Best practices for signage applications include clear messaging, limiting the number of characters per slide, avoiding any hyphenated word breaks and using short URLs. A simple background works best with a brief and clear headline.
3. The design elements need to remain within certain safe zones to be viewable on screen. There are two types of safe zones that apply to digital signage: Title Safe and Action Safe.



4. Limit the number of words used for copy on each slide. If you need to state a lot of information consider breaking it up into multiple slides. 20 - 30 words allow for maximum readability.

Too Much Text

UBC possesses an inspiring openness to ideas, perspectives and ways of exploration that make possible breakthrough thought and discovery. This big-sky thinking has allowed professors and students to carve their own path, try new approaches, and ask the tough questions. One need look no further than remarkable UBC discoveries in the life sciences, leading programs in the Arts, our innovation in technology transfer....

5. Recommended Type (Font) Sizes
 - a. Headlines: 40 points
 - b. Body Copy: 24 points
 - c. URL/Call to Action: 28 points

Text Too Small

Audiences are trying to read from distances, busy intersections, and crowded spaces. Make the message bigger so it stands a chance.

Correct Text Size (40 pt)

Recommended text (24 pt)

Headline

Hierarchy has three elements:

1. Headline
2. Body Copy

3. Call to Action

6. Recommended Typefaces (Fonts)

NOTE: Stay away from serif fonts *like this and/or Italics* as they don't translate well to the big screen!

Primary Typefaces

Century Schoolbook (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Trade Gothic (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Secondary Typefaces

Century Expanded (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Century Old Style (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

Franklin Gothic (The entire font family may be used)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz1234567890

MACHINE (ATHLETICS FONT)

ABCDEFGHIJKLMNOPQRSTUVWXYZ
ABCDEFGHIJKLMNOPQRSTUVWXYZ1234567890

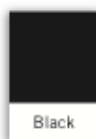
7. Stony Brook University Colors

Stony Brook red



C: 5 R: 167 HEX:
M: 100 G: 25 #990000
Y: 71 B: 48
K: 22

Stony Brook black



C: 0 R: 35 HEX:
M: 0 G: 31 #000000
Y: 0 B: 32
K: 100