

SOP: Digital Signage - Content Creation Guidelines

Overview: Digital signage brings your messages to life with eye-catching visuals. You can spot these screens all over campus! It's a cool way to boost awareness regarding specific programs, events and initiatives your department wants to highlight. Not only do they provide a dynamic and visually appealing means of conveying information but it's the perfect way to see what PAU students, faculty and staff are excited about.

The process is simple: just submit details with your image and we'll do the rest! If you need help with your design, we can tailor it for you by simply providing details in the last portion of this form.

File Prep:

- Utilize [PowerPoint templates](#) for design inspiration
- Sizing should use a 16:9 aspect ratio

Suggested Messaging:

- Highlight important information, such as event details, academic deadlines & campus services
- Showcase academic achievements and research highlights
- Digital wayfinding can help students and visitors orient themselves around campus grounds

Readability:

- Use large fonts and high-contrast color combinations.
 - Ensure compliance with accessibility standards, including readable fonts & color contrast for visibility.
- Keep content concise and avoid clutter.
 - Use clear, concise language and limit the use of unnecessary graphics or text.

Event Promotion:

- Highlight upcoming events with eye-catching visuals, date, time, QR code (if appropriate), call to action and location details.

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Comments and/or questions about your digital sign?

Contact us at: creativeservices@paloaltou.edu