



Digital Signage Policy & Guidelines

First and foremost, the College of Business digital signage serves students, faculty, staff and guests who visit Howard L. Hawks Hall. Digital signage will guide them to available spaces and scheduled activities (i.e. events, locations and times), people and offices. The signage does not replace personal one-on-one conversations with our staff, but provides an additional option for visitors to use.

Order of Priority of Digital Signage

1. Emergency information
2. College of Business content
3. College of Business recognized student organizations (RSO)
4. Other affiliate organizations depending on availability

Policy Subject to Change

These policies and guidelines are subject to change depending upon several factors, including visitor feedback, evolution or adoption of new graphic layout standards, implementation of new technologies and best practices, and other reasons that could potentially influence this medium.

Digital Signage Policy

1. Advertisements or solicitations are not accepted to post on the College of Business digital signage network.
2. The following messages are prohibited:
 - a. Religious messages not pertaining to an RSO
 - b. Sexually suggestive, derogatory, discriminatory or inflammatory material This policy can be updated at any time at the discretion of the College of Business. Current policies are available online.
 - c. Fundraising advertisements or sponsorships for any initiative not directly associated with the University of Nebraska–Lincoln
 - d. Job postings
 - e. Events held on campus that are not associated with the University of Nebraska–Lincoln
 - f. Messages not in accordance with the University of Nebraska–Lincoln Code of Ethics
 - g. Messages that promote or condone behavior that violates University or College of Business policies, or local, state or federal law
 - h. References to the sale or consumption of alcohol or illegal drugs
 - i. Personal messages
 - j. Advertisement of commercial products or services
 - k. Messages that include the copyrighted or trademarked works of others
 - l. Political messages for candidates or local, state or federal measures and bills (see exception below)

Exception: When a candidate for political office comes to campus, neither the campus nor the hosting facility is taking a political position for or against a candidate. Their presence on campus is strictly educational and similar opportunities are to be offered to all candidates. Posting their event on an electronic signage board does not make the posting political.

3. Recognized student organizations' access to the network will be limited to those recognized by Student Involvement and the College of Business. That access will only include recruitment notices, announcements of new clubs and college- or campus-wide events. Ongoing club information (e.g. monthly meeting notices) will not be accepted as its relevance is limited in scope to only club members. College of Business Communications, Marketing and External Relations office will have discretion over final messaging and graphics displayed on all College of Business digital signs.
4. Messages MUST be brief and concise. The number of words to be used in each screen on average is 12. Content messages should be easy to comprehend and include only essential information such as time, date and place of event. Viewers typically ignore messages that are challenging to interpret. For more information, include URL addresses but keep them as short as possible or create a go.unl.edu shortlink.
5. Digital signage submissions should be made at least 14-21 days prior to the posting date.
6. Submitted content is posted no more than 14 days prior to the event date and is removed automatically at midnight the day the event concludes.
7. Informal postings not directly associated with an event may be posted for up to three weeks (i.e. scholarship opportunities, priority registration, general student deadlines, etc.).

Submission

Requests made without 14-days notice are not guaranteed to be displayed. Requests will be on a first come, first served basis. College of Business Communications, Marketing and External Relations will have discretion over all content submitted.

The College of Business Communications, Marketing and External Relations office reserves the right to edit any submitted material, determine what is appropriate for posting and choose when a posting will appear in the announcement rotation.

The College of Business Communications, Marketing and External Relations office will make every effort to fulfill requests but provides no guarantee that digital materials submitted will be posted and reserves the right to limit or exclude submissions.

Approval Process

All requests must be verified and approved before a sign is created. You will be contacted by email to confirm whether your request was approved or denied. This process may take several days to complete. A request that meets all requirements does not guarantee approval. Approval also depends on available sign space. This is determined on a first come, first served basis with the understanding College of Business content takes priority over all requests.

Text and Signage Suggestions

1. The actual display resolution is 1920 x 1080 pixels at 96 dpi with a horizontal/landscape orientation.
2. Text is limited to 20 character per line with a maximum of three lines of text.
3. College of Business communications adhere to AP journalistic style for consistency and clarity. We recommend your digital sign to follow AP style as well. Examples include:
 - a. Do not use st, nd, rd, or th with dates. January 1 not January 1st.
 - b. Time is shown by using a.m. and p.m., and do not use :00. Examples: 1 p.m., 3:30 a.m.
4. Recommended fonts include Times New Roman, Arial or Helvetica in addition to the University of Nebraska–Lincoln institutional typefaces URW Grotesk, Minion, Tungsten, Gotham, Mercury, Snelma and Lubalin Graph Nebraska.
5. Display time on the digital signage is limited to a maximum of 10 seconds per posting.
6. Only two messages per RSO and department will be allowed on the network at any given time (this may be increased at the discretion of the administrator in times of low content). During times of high content, priority will be given to College of Business content.

7. It is the contributor's responsibility to submit the graphic elements that will be displayed on the message posting. These elements should have the adequate format quality and resolution to be part of the screen layout.
8. Artwork must include organizational logo or your official university lockup.
9. Acceptable graphic formats are JPEG and PNG.

Questions or comments should be referred to the College of Business Communications, Marketing and External Relations office at business@unl.edu.