Digital Signage Content Guidelines
Joe Crowley Student Union | University of Nevada, Reno

Virginia Street Marquee Content Guidelines

Guidelines
• Size of Graphic: 1280 x 720 pixel resolution
• File type should be .JPG
• Event must be affiliated with the University of Nevada, Reno
• Do not use copyrighted images. Content creators must own rights to images.
• Must have all event information:
  o Name
  o Date
  o Location
  o Start and end time
  o Sponsor/Co-Sponsor Names
  o Contact Info (limit it to a phone number, email, or URL)

Design Tips
• Be simple. Make your message as simple as possible. The best messages are just 7-10 words long.
• Be direct. Come right out with your message.
• Use font size to establish a hierarchy of information. Use a large font for your headline, and smaller fonts for less-important information.
• Use no more than one (1) image
• Be concise. People will only have 8 seconds to read your message. Read your messages out loud and time yourself. Keep editing until you can do it in eight seconds.

Send your graphic to Marketing and Communications (dbranby@unr.edu) for approval two weeks prior to your request for it to be put up. Your request doesn’t guarantee approval.
Joe Crowley Student Union, Internal Digital Signage Content Guidelines:

Guidelines:
- Size of Graphic: 1920 x 1080 pixel resolution
- Files should be .JPG
- Event/Service must be in the Joe Crowley Student Union
- No spelling errors
- Do not use copyright images
- Must have all event information:
  - Name
  - Date
  - Location
  - Start and end time
  - Admission charged?
  - Sponsor/Co-Sponsor Names
  - Contact Info

Design Tips
- Use at least size 50 font
- Use no more than 1 image
- Keep it simple, it will only be up for 8 seconds

Send your graphic to the Coordinator for Programming and Marketing, Joe Crowley Student Union, a minimum of 1 week prior to your event to request it to be put up. Your request doesn’t guarantee approval.