

Digital Signage Guidelines

SCOPE AND PURPOSE

Digital signage at Syracuse University Libraries is an informational platform aimed at timely communication around what is happening in the Libraries and the University. Digital signage keeps the public informed about important events, resources, and services by featuring text, graphics, video, web images, and campus-wide news bulletins on flat-screen HD monitors located on the first floor of Bird Library, behind the Service Desk and in the Cafe. The signage is powered by the Four Winds Interactive system that has been licensed and made available through the University. Digital signs are part of a campus-wide emergency alert program. In case of emergency, alert messages take precedence over Libraries content.

ADMINISTRATION

Content for digital signs is managed by Libraries' Marketing and Communications. Libraries Information Technology manages the technical infrastructure. Input is periodically sought from Access and Resource Sharing and the Learning Commons.

The use of digital signage is subject to the requirements of legal and ethical behavior within the University community.

GOAL OF SIGNAGE

- Improve engagement and accessibility to Libraries'-sponsored and partner¹ events and activities taking place in the Library and services/resources offered at the Libraries through visual, easy-to-read screens.
- In the event of an emergency, University Department of Public Safety will take over all displays connected to the digital signage.

AUDIENCE

The audiences for the digital signage are all visitors to Bird Library, including students, faculty, and staff.

SUBMISSION GUIDELINES

Content will be formatted as a slide within a PowerPoint deck running in the main window of the screen. To submit a request for content to be included in Libraries digital signage, email <mailto:libcom@syr.edu>. Requests should include:

- Suggested visual image, if appropriate, that is high-quality TIF, PNG, or JPG, at least 1216 pixels wide x 684 pixels high (and no more than 2432 x 1368) in either RGB or grayscale. Please only submit images with copyright approval.
- Recommended headline of three to eight words.
- No more than 6 bullets/key points.

Marketing Communications reserves the right to edit or decline any suggested content.

¹ Syracuse Abroad@Bird Library, Center for Learning and Student Success, Syracuse Office of Undergraduate Research and Creative Engagement, Digital Scholarship Space, Disability Cultural Center, Office of Multicultural Affairs, LGBT Resource Center.