

Digital Signage Guidelines

Updated 1/4/2024

Digital signage guidelines can be found online at:
<http://www.nmu.edu/mc/digital-signage-guidelines>

Purpose of guidelines

The Northern Michigan University Marketing and Communications (UMC) department and Audio-Visual Services (AVS) jointly maintain the on-campus digital signage systems. The NMU Charter cable channel is solely maintained by AVS.

The support of these systems is in place to **help the University communicate messages of general interest to the public**. In order to ensure the integrity and consistency of these electronic communication systems, the following guidelines are provided for those wishing to display content on these systems.

Defining digital signage

Optec Screen (outdoor signage): There are three Optec screens on campus: one outside of the Devos Art Museum, one outside of the Superior Dome, and one outside of the Shine Building.

LCD Screen (indoor signage): There are multiple LCD screens on campus - they display on televisions located inside of campus buildings.

Northern Center Large Display is the large screen located at the front of the Northern Center.

Jacobetti Large Display is the large screen located in the main hall of the Jacobetti Complex.

President's Monitor is a unique display that is located in the office of the president.

General Signage is indicated as any standard TV screen within an on campus building with the exception of several specific screens

Those Included:

- Screens within academic buildings (i.e. Jamrich, Hedgcock, TSB, Weston, Jacobetti, etc.)
- Screens inside other campus buildings (i.e. Northern Center, Cohodas, etc.)

Those excluded:

- Screens outside of the the Center for Student Enrichment
- Screen located at the housing kiosk inside the Hedgcock building
- Screens located within any dining facility on campus
- Some screens located within housing and residence life buildings

- Screens within the Athletic Campus (including the outdoor screen by Superior Dome)
- Screens within the Forest Roberts Theatre

General Signage requirements

Within the General Signage, we allow certain informational posts to be displayed for varying lengths of time across campus. In addition, we display photographic content from NMU students, faculty or staff and/or photos taken by NMU's Photo/Video office.

All submitted messages must be **informational** in nature, **related to NMU** in some way, **appropriate for all** ages and **may not contain** language or visuals that could be considered harmful or offensive to the general public. This includes, but is not limited to:

- **Programs and activities** sponsored by NMU
- **Announcements** about NMU or for students
- **General information** for the safety and well-being of the campus community

Messages regarding **emergencies, closures or critical public safety issues** may only be submitted and authorized by the Director of Public Safety and Police Services.

Decisions regarding **which campus signs or channels** will be used to display individual messages will be made by UMC based on **the type of message, the intended audience and availability**.

Requests that fall **outside of these general messaging guidelines will be reviewed** by UMC prior to their placement on any on-campus digital sign or cable channel.

Unless otherwise special access is granted by UMC or AVS, informational posting will not be posted on specified screens (i.e. large displays, or president's monitor, etc.) unless it is specifically deemed necessary.

Requests for scheduling and creation

Scheduling

There will be a **maximum of 10 Optec screens and 15 LCD screens** running at a given time. A department or organization may only have **one of each screen running at a time**.

- The Forest Roberts Theatre, the Music Department, the DeVos and the School of Art and Design are automatically given one Optec slide each. However, these will only be used given they have content that meets the requirements as stated.
- Public Safety, the Emergency Alert system and Lake Superior Safety are automatically given one LCD slide each.

Screens will be **scheduled for one week at a time** (Tuesday through the following Monday).

Screens involving an **event will run only for the two weeks prior** to the event.

Screens showcasing **evergreen content** may be scheduled for one month at a time. After the month is over, screens will be removed until a new creative is provided.

Creation

All requested messages will follow the same creation process.

For new creative:

- Requests must be submitted electronically with finalized text and photos **three weeks in advance** to UMC at commark@nmu.edu. UMC will create the display message and send it to AVS for scheduling.

For existing creative:

- Requests with screens already created must be submitted electronically **two weeks in advance** to UMC at commark@nmu.edu. These screens must be high-resolution 1920 x 1080 pixels and meet all requirements as mentioned above. UMC will approve screens and send them to AVS for scheduling.

Questions?

Contact University Marketing & Communications at 906-227-2720.