

Overview

Purpose

Digital signage, a University-wide communication and advertising vehicle, is a high-profile electronic tool to improve engagement, accessibility and communication with UBC students, faculty, staff, alumni and visitors to campus. The signage features information of interest on digital screens throughout the Library network at the UBC Vancouver Campus.

For more information on the mandate, vision and background of the UBC Digital Signage program, please refer to the [UBC Digital Signage Content Guidelines](#).

Eligible Authors

Students, faculty and staff members of the Library and UBC community can submit content for consideration on our digital signage. Advertising from commercial or private organizations is [not permitted](#).

Digital Signage Locations in the Library

(All Branches managed by UBC Library Communications and Marketing)

- Asian Library – Asian Centre, 1871 West Mall – foyer
- Education Library – Neville Scarfe Building, 2125 Main Mall – entrance
- Irving K. Barber Learning Centre, 1961 East Mall – multiple locations
- Koerner Library, 1958 Main Mall – multiple locations
- Law Library – Allard Hall, 1822 East Mall – 2nd floor
- Woodward Library, 2198 Health Sciences Mall – 2nd floor
- Xwi7xwa Library, 1985 West Mall – main floor

General Guidelines for Library Digital Signage

- The use of digital signage, like the use of any other University resource or activity, is subject to the requirements of legal and ethical behavior at UBC. Examples include, but are not limited to, the [laws of privacy](#), [copyright](#), and [trademark](#). Digital Signage is governed under [UBC's Policy of Responsible Use of Information Technology Facilities and Services](#).
- Content authors will assume full responsibility for ensuring that the rights of the materials, imagery and artwork for their content have been cleared prior to posting.
 - Images used in signage must be royalty-free, Creative Commons or otherwise appropriately licensed. In the case of imagery showing

people, written permission must be obtained prior to airing the image or video.

- Digital signage within UBC Library should contain relevant and timely information appropriate to Library audiences.
- Signage should fall into one of the following categories: events, announcements, community content, and news that affects your Library branch and/or the faculties you serve.
- Signage should be attractive and follow the [UBC Digital Signage Guidelines](#) in terms of style, font sizes and communication standards.
 - Recommended Type Sizes:
 - Headlines: 40 points
 - Body Copy: 24 points
 - URL/Call to Action: 28 points
 - Maximum of 15-20 words per slide
- UBC Library Communications reviews all content to make sure it complies with signage guidelines and is consistent across branches. Words, graphics and overall look may be edited accordingly.
- Grammar and punctuation will be edited according to the [Editorial Style Guide for UBC Communications](#) and [Canadian Press Stylebook](#) except in instances where punctuation is not necessary.
- Slides should have a “call-to-action.” What is the purpose of the slide? What do you want the viewer to do? Use action verbs in your slide content. A concise website URL can be a call to action for the intended audience.
- Slides should reflect the Library/University brand. Signage should reflect the University’s status as a Tier One, globally influential institution. As such, Library Communications will review slides for their effectiveness in branding the University and the Library.
- All Library units are required to display a combination of UBC-branded content and Library-wide messaging as provided by Library Communications and UBC campus partners.

Content Specifications

- All content must have dimensions of 1280px x 720px and a resolution of 300ppi (pixels per square inch).

Submission formats

- PPT:
 - PowerPoint presentations may be submitted as PPT or PPTX. Please note that if the PowerPoint file is submitted, formatting or sizing changes may be made by Library Communications before the file is displayed on digital signage. PowerPoint presentations with several slides will be reformatted to MP4.
- Images:
 - JPG, PNG, TIFF and MPEG2 are acceptable.

- If using images from a PPT slide deck, submit the images numbered in the order of playback (ex. 2011-01-10_Sample-Slide1; 2011-01-10_Sample-Slide2).
- Files containing pixelated images will be returned.

File Names

- Submitted content must include the expiry date in the title of the file, as YYYY-MM-DD.
 - For example: *2019-01-19_Description* indicates that the content expires on January 19, 2019.

Content Submission

Library content creators can submit their content to Library Communications to be played on any screen in the Library. Library Communications will also, when possible, find additional campus locations where the signage can be aired.

Timelines

Wednesday: Submissions received by 4 p.m.

Friday: Approved content is posted for the upcoming week

- Content will be updated on a weekly basis or as required.
- **Content for events is required a minimum of one week in advance of the event for Library screens and two weeks in advance for other campus screens.**
- If the content does not meet the guidelines, it will be returned with an explanation. Please allow time for further editing if required.

Scheduling

- Submitted content must include the expiry date in the file name. Start dates and expiry dates must also be indicated on the submission form.
- Dated content will be displayed for a maximum of two weeks prior to the event and will be removed at midnight on the expiry date.
- Non-dated content or content that advertises continuing events or series will be scheduled accordingly.