Posting Guidelines

A person or organization desiring to post digital signage or flyers on campus must comply with the following rules:

1. Flyers, posters, or digital signage that reference the sale of goods or services are SOLICITATIONAL postings. One must be sponsored by a registered organization or campus department to receive approval for posting flyers. **Student Involvement @ LBJSC** and **Round Rock Student Success @ Avery 201** are responsible for the approvals.
2. Flyers or posters that do not mention the sale of goods or services are called INFORMATIONAL postings. These do not require a sponsor or permit but must still be approved and stamped by Student Involvement or Round Rock Student Success.
3. Postings are allowed for a maximum of two weeks. The person or organization must remove the flyers no later than 14 days after the posting, or 24 hours after the advertised event, whichever is earlier.
4. All alcohol marketing flyers must contain a moderation message, an activity promoted other than drinking and no more than one-fourth of the ad focusing on the bar, drinking, drink specials, etc.
5. The date of the posting must appear on each flyer or posting.
6. Posters may not exceed 22" x 28" in size.
7. No object other than the actual poster may be posted on campus.
8. Permission must be granted for the postings on bulletin boards inside campus buildings.
9. Violations occur when postings are attached to the following:
   a. A tree, shrub, or plant;
   b. A permanent sign or other posting that has been properly posted;
   c. A brick, concrete, or masonry structure (includes a statue or monument);
   d. A utility pole or traffic light control junction box;
   e. A fire hydrant or any object within 25 ft. of a fire hydrant;
   f. A curb or sidewalk;
   g. A building or wall (except on a bulletin board);
   h. A bench or bus stop;
   i. A dumpster or trash.
10. Flyers cannot be "wallpapered" to posting boards or cover any other postings.
11. A posting may not be posted if it will interfere with the free flow of vehicular or pedestrian traffic, is obscene or libelous, or advocates the deliberate violation of Federal or State law or a published university policy.
12. Any posting/distribution in residence halls must be approved by the Director of Residence Life located in JCK 320.

Best Practices for Creating Content for Your Digital Sign

Accessibility

TXST is committed to accessibility in all communications, including digital signage.

- **High Contrast –** Use text that has sufficiently high contrast with the background to be legible to those with limited vision. If you need to test the contrast between your text and the background, use WebAIM's Color Contrast Checker as a guide.
- **Font Sizes** – keep text large enough that your message is legible from a reasonable distance. Not all those seeing your sign will be standing beside it.
- **Clarity** – use straightforward terms and sentence structure. Be as brief as possible. Supplement text with clear, simple graphics where necessary to make an instruction or explanation more clear.
- **Event Accommodations –** Include event accommodation information in your sign to ensure your intended audience is able to contact the appropriate party for support. Fonts should be no smaller than 18 pt for legibility.
  - "If you require accommodations due to a disability in order to participate, please contact (sponsoring event phone number) at least 72 hours in advance of event"

Specifications for Content

Most digital signage on campus is displayed on HD screens. Like most modern televisions, these use a standard widescreen 16:9 aspect ratio.

Typical specifications for individual content images:

- **Landscape (horizontal), 16:9** HD signs: 1920 x 1080 px (the majority of digital signs around campus) 4K signs: 3840 x 2160 px

- **Video** - When preparing video for your sign, if you have an HD sign, render it using "Widescreen" specifications (1080i or 1080p), or as "Fullscreen" (720p) if you have an SD sign.

Legibility

- **Font consistency**. Stick with a minimum of typefaces. Usually one (or at most, two) is fine; you might use one typeface and font size for headings, and another for details. Avoid novelty fonts such as Comic Sans and handwriting fonts, which tend to detract from the professionalism of the communication. Texas State fonts can be found on the Brand Guidelines page.
- **Colors.** Avoid wild or overly vivid color palettes, colors that clash, or combinations of text and background color which make the text difficult to read. (This is particularly important to ensure accessibility for those with limited vision). For guidance, consult the Brand Guidelines page.

- **White space.** Don't crowd the text and other elements. Provide generous margins for text, images, and other content. Crowded material tires the viewer's eye.
- **Typefaces and text styles.** Sans-serif typefaces are generally more legible onscreen than serif ones. Italics can be more difficult to read on digital signs, particularly when entire paragraphs or blocks of text are italicized. Consider using bold or color to emphasize words or phrases instead—or simply editing the content down to essential phrases.
- **URLs**. Webpage URLs (links) serve little use. They cannot be remembered easily nor acted upon by viewers. Avoid URLs unless they are simple and memorable, such as "news.txst.edu"—that is, something a typical user might quickly type into a phone's browser while that slide is visible (typically, 8-15 seconds).

Focus and Context

- **Be concise.** Communicate only 1-2 key points of information. Keep each slide's message simple and straightforward.
- **Don't overwhelm.** Think about what a viewer can take in during the 8-12 seconds that a typical slide is visible. Think 1-2 bullet points' worth of information, **not** 1-2 paragraphs' worth. Do not use long block paragraphs; no one will have enough time to read them.
- **Action.** Do you want your slide to get the viewer to do something? Make sure you've communicated how they can do so in clear, easily understandable instructions or steps.
- **Provide brief specifics for events.** Always include concise time, date, and location information for an event notice. Direct the viewer to further details with #hashtags, @usernames, recognizable icons.

Branding and Legal Considerations

- **Copyright.** Do not use copyrighted images or other content without permission or licensing.
- **Brand identity.** Following brand guidelines (consistent logo, colors, fonts, layouts) makes your department or unit more memorable and increases the public's recognition of your communications. Use official logos, lockups (graphic of an organization's name in an official style or typeface), icons, and color schemes. Your college, unit, or department may also have its own set of brand guidelines; if so, be sure to follow them. If you're not sure, consult a communications or graphics design professional in your unit or college for guidance. The University's Brand Guide is a good reference tool and offers good examples.

- **Don't misuse others' icons.** If you use another organization's logo or icons (for example, X, Instagram, or Facebook) be sure to obey their branding requirements. Most well-known organizations have figured out how to make their logos and icons professional-looking and effective. They will want you to use these graphics properly, too! (You can often find guidelines by Googling an organization's name and "brand.")
- **Believability.** When looking for images for your content, particularly those from a stock photography service, choose those which depict scenes that are appropriate or believable for your college, department, or organization's students, faculty, or staff. Avoid generic stock photos with expressionless corporate models.

Aesthetics

- **Design matters.** If design isn't your thing, take advantage of templates in Canva or PowerPoint to assemble drag-and-drop content more quickly and efficiently.
- **Quality.** Be sure to use high-quality images (larger than typical sign dimensions, which are 1920 by 1080 pixels). Resizing small images to fit larger signs results in unprofessional-looking slides that are blurry and pixelated. Avoid snapshots. In the age of smartphones with good cameras, people will not take signs seriously if they use have poor-quality images. It's better to start with high-resolution images which are LARGER than you need and let the design or sign layout software scale it down. Avoid generic and Microsoft Office clip art. Avoid using snapshots taken by a non-professional unless you are skilled at retouching, cropping, and color-correction.
- **Mix it up.** Vary the layout, images, and other visual elements from slide to slide so the changes catch a viewer's eye. Try not to bore viewers.
- **Keep your content fresh.** Nothing will lose the interest of those who regularly see your sign than the sense that it's showing the same old thing, day after day, week after week.

Accuracy

- **Check your work.** Review the message carefully to make sure event details and other facts are correct. When in doubt, check your source or verify details with a knowledgeable person.
- **Proofread.** First use a spell-checker on your text, then proofread it slowly and carefully by eye. Ask a trusted second person to proofread it again. Typos will cause readers to take your message or event less seriously.