Digital Signage Standards

The purpose of this document is to define the standards that govern the Digicaster digital signage network at UVic, as managed by University Communications + Marketing.

PROGRAM STANDARDS

Digital signage: Refers to any digital display that broadcasts information, video, web applications, and other forms of content on campus, in buildings and public areas such as hallways, lobbies and other public spaces. It does not refer to displays used in classrooms. All digital signage use will be subject to the policy on Acceptable Use of Electronic Information Resources.

Program: The digital signage program is opt-in, but the only option for digital signage on campus. Units wishing to have digital signage must use the UVic system. All digital signage, new and existing, must be able to be linked to the CoolSign software on the UVic/UBC network (the system originated and is administered overall at UBC).

Central signage: As part of the overall program, the university will be funding the installation of 10-12 centrally managed displays in targeted, high traffic areas on campus. These displays will be managed by Communications + Marketing and will be used to distribute content from the Strategic and Central Content channels as outlined in these guidelines.

Trial period: The launch of the program will commence a six-month trial period, after which principles for content, scheduling and design will be evaluated.

Monitoring: University Communications + Marketing will monitor the network to ensure appropriate use standards are being adhered to. Periodically they will evaluate client and audience use.

Costs: Installation and hardware costs are to be borne by the department requesting digital signage. The program costs (software) are borne by the university.

Support: Communications + Marketing will provide consultation, guidance and training at no cost.

PHYSICAL STANDARDS

Equipment Standards: University Systems, under the Institutional Acquisition and Standardization of Information Technology Devices policy, has provided standard digital signage hardware packages available for purchase.

Placement: Under the University Signage and Buildings and Grounds Usage policies, Communications + Marketing, in consultation with Facilities Management will advise on the best placement for digital signage within an area, taking into account optimum viewing angles and ease of access to necessary data ports. Digital signage proposed in a space that is shared will require consultation and planning with other affected areas. Units can only place digital signage within the building(s) that they are located.
Security: University Systems is responsible for the security of the network. Individual users are responsible for the physical security of the hardware.

Energy use: It is up to each department whether they want to turn off the displays overnight. We are, however, a university committed to sustainability of campus so units are encouraged to turn their displays off at night. Though commercial digital signage displays are designed to run 24/7 and the university will not administer a policy on screen use, turning off displays outside of business hours would conserve energy.

CONTENT STANDARDS

Content: All digital signage is intended to display content that is relevant to the unit’s audience and supports UVic’s vision and mission as outlined in the Strategic Plan. Only inclusive, university-focused content relevant to the unit’s students, faculty, staff and visitors is permitted. Under the Discrimination and Harassment Policy and the Policy on Human Rights, Equity and Fairness, no offensive or exclusionary messaging will be tolerated. Additionally, all digital signage use will be subject to the policy on Acceptable Use of Electronic Information Resources.

Strategic content: All displays must subscribe to the strategic content playlist, which will run for 10-30 seconds every one minute and forty seconds. This playlist will contain institutional content and be provided directly to all display feeds. It will be created by Communications + Marketing.

Central content: All displays must subscribe to the central content playlist, which will run one slide for every loop on a given screen. Central content must be relevant to all students, faculty or staff and must adhere to design standards. Any UVic staff or faculty can submit content to the central playlist, subject to approval based on content and design standards. Communications + Marketing reserves the right to decline to run any content that does not reflect the standards and principles of the network.

Design: All digital signage must use templates provided by Communications + Marketing or be created to an equivalent standard that follows the UVic brand guidelines.

Content management: A department should appoint one content manager and one designated alternate for their area. Those individuals will create, manage and schedule content for all of the unit’s displays.

Emergency messaging: Emergency planning is a critical aspect of the university’s operations, therefore all displays will be programmed to accept emergency information. Each display will be programmed with an invisible layer on top. In the event of an emergency, this layer will be override regular content to display a central emergency message.

Advertising: Until a digital advertising policy is addressed, no third-party generated advertising may appear on any digital signage with the exception of preapproved ancillary services, limited to Athletics and the Bookstore. Logo usage and guidelines will be specified in the design standards for digital signage.

Sponsorship logos can be used on messaging specific to a UVic event or initiative. For example, a unit can post a department-generated slide for an event with a sponsor’s logo on it, but a unit cannot post an ad for that sponsor, or for any other non-UVic entity.