



Digital Signage Design Standards

The following standards provide a standard for design, layout, typography and image principles as well as instructions for respecting UVic's visual identity*. These standards will help you to create effective messaging within the digital signage medium.

1. Design principles

The design of digital signage slides should be **clean, simple, attractive, appropriate** and **brief**.

As a rule, the viewer should be able to comprehend single-image slides within five seconds and a series of image slides or an image-with-words slide within 8-10 seconds.

Key principles to keep in mind are brevity of your content, thoughtful design placement, and a clear call to action. You don't just want your audience to look at your content, you want them to follow up on your messaging.

Keep it simple

Reducing unnecessary text, image and design clutter in your slides will result in a message that is understandable to a passerby.

Some of the best-communicated messages are simple and to the point. Remember that digital slides are not posters. Viewers will only have a few seconds to view your message, so the information should be brief.

Too much clutter:





Appropriately reduced information:



2. Content formats

Static content

All slide content must be created to the dimensions of **1920x1080** pixels (or 1280x720), have a resolution of **300ppi** (pixels per square inch) and be provided as **JPEG** files.

Programs for creating static content:

- Windows PowerPoint
- Adobe Photoshop
- Adobe Illustrator
- Adobe InDesign

Motion content

Movies must be at least 720p (1280x720 pixels) at 30 frames per second.

Accepted formats:

- Windows Media Video 9 .wmv
- Windows avi .avi
- MPEG-1 .mpg
- MPEG-2 .mpg (only in 720p resolution)



3. Layout principles

Safe areas: The design elements on a slide must remain within certain “safe zones” to be viewable on screen. There are two types of safe zones that apply to digital signage: Title safe and action safe.



Title safe area: The title safe area is a rectangular area that buffers content from the four edges so that text or graphics are visible on the display without distortion. Text content should only be placed within this section.

Title safe area = 128 by 72 pixels from the edge (i.e., don't put any text content within 128px from the left/right or 72px from the top)

Action safe area: The action safe area extends outside the title safe area. On most displays content can be seen in the Action safe area but placing vital information within the action safe area is not recommended. Images and motion graphics can bleed off into this area, however.

Action safe area = 64px by 36px from the edge (i.e., absolutely no text content should be 64px from the left/right or 36px from the top, but some non-essential graphical elements can bleed within this zone.)



Communication hierarchy

In your message, include a **headline**, **body copy** and **call to action**.

The diagram illustrates the communication hierarchy on a yellow background. At the top, the word **Headline** is written in large, bold, black font. Below it, the text **Body Copy** is followed by a numbered list: 1., 2., and 3. At the bottom, a black horizontal bar contains the University of Victoria logo on the left and the text **Call to action / URL** in white font on the right.

Example of communication hierarchy:

This block shows an example of communication hierarchy for a bicycle advertisement. The left side features a photograph of a dirt path in a forest from a first-person perspective on a bicycle. The text **Put your learning in motion.** is overlaid on the bottom left of the photo. Below the photo is the University of Victoria logo and the text **Co-operative Education Program and Career Services**. The right side of the advertisement has a white background with the heading **We can help you:** in green. Below this is a bulleted list of benefits:

- > Find work related to your degree (through co-op and more)
- > Discover your strengths
- > Find a career that fits
- > Meet employers

 At the bottom right, it provides links: **Learn more:** uvic.ca/coopandcareer and **Find jobs:** learninginmotion.uvic.ca.



4. Typography principles

Keeping the copy concise

Limit the number of words used for copy on each slide.

Too much text:



The slide is blue with the University of Victoria logo in the top left. The title 'About UVic' is centered. The text is dense and wraps around, illustrating 'Too much text'.

University of Victoria

About UVic

The University of Victoria offers innovative programs for more than 20,000 students on our diverse and welcoming West Coast campus. Our deep commitment to students, inspired teaching, internationally renowned research and opportunities for real-life learning set us apart. Learn more about what makes UVic unique.

A top-ranked Canadian university UVic is ranked #11 globally and first in Canada among universities less than 50 years old by Times Higher Education (THE). It also ranks in THE's elite global list of the top 200 universities, which includes approximately one per cent of the world's best institutions. Learn more about our rankings.

Community involvement Beyond the classroom, UVic is part of your community. We're proud to partner with our community beyond the campus to make our region and our world a better place to live.

Recommended type sizes

Headlines: 40 points

Body copy: 24 points

URL/Call to action: 28 points



The slide is red with a white vertical bar on the left containing the University of Victoria logo. The text is white and demonstrates the recommended font sizes for headlines, body copy, and call to action.

University of Victoria

Headline size: 40

Body copy size: 24

Call to action size: 28



Recommended word count

Headlines: maximum 18-20 characters

Body copy/Call to action: maximum 27-30 words



Typefaces – Myriad Pro and Arial

Myriad Pro: Myriad Pro is the institutional typeface of the UVic brand. Content Creators are encouraged to use Myriad Pro for all brand applications including digital signage. Because Myriad Pro is a licensed typeface, departments must purchase the font. We recommend purchasing Font Folio Education Essentials, which comes with Myriad Pro. It's available on the [Adobe website](#) with an education discount:

Myriad Pro Black

Myriad Bold

Myriad Regular

Myriad Italic

Myriad Light



Arial: Arial is the required alternative typeface to Myriad Pro that is a standard systems font on all PC and Mac platforms. It offers a clear, readable typeface for on-screen displays and comes in a variety of weights.

Arial Black

Arial Bold

Arial Regular

Arial Italic

5. Images

For images that will exist only in a digital medium (digital signage, websites, television, etc.), it's best to think only in terms of pixel dimensions. The optimal resolution for digital mediums is **72 dpi (72 pixels per inch)**.

Pixel size: about 400-600 pixels wide for a large image

Resolution: 72dpi

Approximate file size: 200kb

Tip: If you're building digital content in PowerPoint and are not sure how to check pixel size or resolution of an image, a good thing to note is that PowerPoint integrates photos at their maximum size. As a general rule, do not stretch or increase the size of a photo once it has been moved into PowerPoint. Any additional manipulation will result in a pixelated, distorted image.

A new Photo Services image gallery will be launching shortly with a selection of UVic photos for purchase and download

6. Permissions

All images representing UVic students, staff or faculty must feature actual students or employees; **stock photos are not permitted**. Any individuals identifiable in an image must have signed a photo release form. Contact the Marketing and Digital Signage Coordinator for a form.



It is the responsibility of content managers to ensure that all images, video or content used in digital signage do not violate copyright or other restrictions.

7. Respecting UVic's brand elements

We have generated [templates for digital signage](#) to assist content creators with adapting to the UVic brand and style.

If you're not using a template, please refer to the [Brand Guidelines](#) for instructions on logo placement, treatment and colour palette options.

8. UVic Style Guide

Please ensure that copy written for digital signage follows the [UVic Style Guide](#).

*Resources

The above standards were created and piloted by the University of British Columbia and tailored to the UVic brand and communications standards. They are based on industry research and what has been proven to work for the UBC university campus environment.