

# Division of Student Life: Digital Signage Policy

## 1. Purpose & Governance

- **Core Function:** Digital signage serves as a communication tool to support the Division's mission of fostering POWERful experiences and communities for student success.
- **Managing Team:** Managed entirely by **Student Life Marketing & Communications (SLMC)**. Individual units, offices, and locations do not independently manage signage.
- **Discretion:** SLMC holds final authority on content, placement, editing, prioritization, and removal. Submission does not guarantee placement.
  - **SLMC** will make every effort to fulfill requests but reserves the right to limit, edit, delay, or decline content based on policy compliance, brand compliance, the potential for institutional or brand harm, available space, divisional priorities, and operational capacity.

## 2. Content Guidelines

### Acceptable Content

- University-sponsored activities
- Emergency notices
- Campus operational notices (e.g., parking, weather)

### Prohibited Content

Without explicit written approval from SLMC, the following are strictly prohibited:

- Advertisements, commercial products/services, or solicitations
- Content violating local, state, federal law, or the UNL Code of Conduct
- Copyrighted or trademarked works without authorization
- External fundraising, sponsorships, or non-UNL events
- Job postings and research/paid study recruitment
- Personal messages
- Promotion of academic programs and courses
- Religious or political campaign messages (except non-campaign appearances by officials or ASUN campaigns adhering to Election Commission Rules)
- References to alcohol or illegal drugs
- Sexually suggestive, derogatory, discriminatory, or inflammatory material

## 3. Priority Order for Placement

Content is prioritized in the following hierarchy:

1. Division of Student Life official communications
2. University Communications (institution-wide)
3. University Facility Operations (hours, closures)
4. Student Life Departments and Units
5. Recognized Student Organizations (RSOs)

6. Other UNL Departments and Units
7. University-Affiliated Organizations (e.g., Lied Center, Sheldon Museum of Art)
8. External Organizations

#### 4. Outdoor Nebraska Union Digital Boards

- Displayed in a high-visibility, public environment and are subject to stricter review.
- Approval for indoor Nebraska Union signage **does not** imply approval for outdoor boards.
- SLMC retains final say to approve, modify, or reject outdoor submissions based on public visibility, risk, capacity, or design quality.

#### 5. Submission Deadlines & Posting Duration

| Parameter                       | Policy Requirement                                                                                                                                                          |
|---------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Weekly Processing</b>        | <b>Signs are processed on Tuesdays at 12:00 p.m. (noon).</b><br>Submissions after noon on Tuesdays are held until the following week.                                       |
| <b>Advance Notice</b>           | Submit at least <b>7 business days before</b> the intended start date.<br><br>Special consideration may be given to event-related content based on the event date and time. |
| <b>Maximum Posting Duration</b> | Up to <b>14 consecutive days</b> (automatically removed at midnight on Day 14).                                                                                             |
| <b>Event Promotions</b>         | Displayable up to 14 days before the event date (14 days maximum total).                                                                                                    |

## 6. Technical & Design Guidelines

### Technical Specifications

- **Aspect Ratio:** 16:9 horizontal/landscape (vertical/portrait formats are **not** accepted).
- **Dimensions:** Minimum 1600px wide × 900px tall at 72 dpi.
- **File Formats:** PNG or JPG/JPEG.

### Design Recommendations

- **Structure:** Headline (*around 40pt*), Body text (*around 24pt*), and a Call to Action.
- **Copy Limit:** Keep to 3–4 lines of text, with 5–6 words per line.
- **Fonts:** Use legible sans-serif fonts readable from 7–10 feet (Arial, Helvetica, Verdana, Gotham).
- **Contrast:** Ensure high contrast between text and background for accessibility.
- **Key Details:** Must clearly communicate *What, Where, Why*, a *Call to Action*, and a readable *Go URL* (*can be created at <https://go.unl.edu/>*).

## 7. Enforcement & Policy Updates

- **Noncompliance:** Repeated misuse or failure to follow policy may result in suspension or revocation of posting privileges.
- **Policy Adjustments:** SLMC may adjust policies to adapt to technology, design standards, or University needs.