



## Kennesaw State University I-75 Sign – Usage Guidelines

### Background

The Kennesaw State University highway digital sign is on the east side of I-75 at Big Shanty Road. The sign contains three advertising content areas. The top visual (the Kennesaw State logo) and bottom visuals (the KSU athletic logo and the Fifth Third Bank logo) are permanent, but the digital space in the middle is available for advertising toward external audiences.

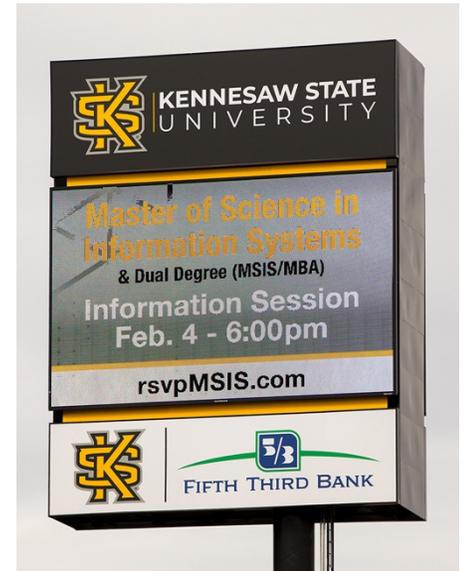
### Acceptable Content

Content should promote University activities, events and educational opportunities. Material should be informative and of interest to students, faculty, staff and visitors. Content must comply with local, state and federal laws and any applicable policies, rules and regulations of Kennesaw State University. Examples of acceptable content include:

- Athletic Events;
- Lectures;
- Art exhibits;
- Concerts, plays or theater performances;
- Admission events and campus tours;
- Summer camps;
- University-level advertising campaigns and branding messages
- Campaign initiatives developed by the Office of Strategic Communications and Marketing aimed at recruitment and/or enhanced brand awareness;
- Campus-wide messaging to include, events and other important information approved by the Office of Strategic Communications and Marketing.

Laws governing the University non-profit status would suggest that no commercial (for-profit) individuals or institutions be promoted through a University medium such as Digital Signage. The University does not allow for paid advertising (commercials or endorsements) but does provide consideration for its corporate sponsors and underwriters where deemed appropriate by the Office of Advancement and the Office of Strategic Communications and Marketing.

The university does not permit advertising of the following:



- Any event that promotes illegal activities or violates any University, local, state or federal laws or policies;
- Alcoholic beverages, tobacco products or tobacco related products;
- Weapons;
- Any item perceived by the university to promote obscene or objectionable items;
- Competing services of university assets, such as housing, and dining;
- Political entities relating to campus, local, statewide, or national elections;
- Religious entities;
- Any event NOT open to the general public;
- Events that do not appeal to a wide University Community audience;
- Messages from non-affiliated Kennesaw State organizations;
- No classified ads (cars/apartments/bicycles/computers, etc.);
- No personal messages (one person to another)

Additionally, contents of all Digital Signage under University jurisdiction (i.e., housed on University servers) must comply with local, state and federal laws and with Kennesaw State University's policies, rules, and regulations.

### **Design Guidelines for Digital Signage**

Requesting organizations are responsible for the design, production and timely submission of design creative. The I-75 sign rotates advertisements every 10 seconds which is a short time frame to tell a story. Due to this rotating nature of digital signage, well-designed, concise messages are critical.

#### **Simplicity**

Overall, your digital signage design should be clean, succinct and relevant to the audience it is facing. Simplicity is key when designing for this medium.

If there are too many elements fighting for space within the message, information is lost. Don't try to utilize too many visual elements in terms of excessive pictures, fancy fonts, or colors. Make sure what you add enhances the message, not distracts from it. Ask yourself if every element is adding something to the message. If not, it's time to scale back. Less is always more.

#### **Information Hierarchy**

The headline is the piece of information that most viewers will read first. They may not go on to read the rest of the information, so the headline should be clear, concise, and accurately represent the content of the message. This text should be the largest and boldest piece of information within the message. Remember to include a "Call to Action" for each message. What should the viewer take away from it? What would you like the result to be? Clearly communicate what the intent is every time.

#### **Typography**

- Utilize easy to read fonts - the strongest options for legibility are sans-serif fonts such as Arial, which, when applied with a strong line weight, are bold and easy to see;
- Use italics and script fonts sparingly, unless dictated by the creative services team, as they are harder to read and fatigue the eye;
- Do not use more than two fonts;
- Keep the type size as large as possible, especially for headlines. Text that is too small, even if the message is short, will make it difficult to read;
- 3x5 rule: utilize either three lines of text with five words or five lines with three words
- If it takes longer than 7 seconds to read the message, consider revising your message.

### **Color use in design**

- Use color for contrast and clarity, and to guide the viewer's eye to the most important information;
- Don't use too many colors in the same space- doing so confuses the space and causes the viewer to lose specific focus and reduce clarity;
- Dark backgrounds or images should utilize light or white text;
- Light backgrounds should utilize dark text;
- Very bright color can make reading difficult – avoid white backgrounds;
- With LED technology, especially the 75 sign, white or very light colors may repel the eye and may be offensive to drivers at night.

### **File Specifications**

#### *Resolution:*

- 72 dpi

#### *Dimensions:*

- I-75 sign: 1440 pixels wide by 900 pixels tall

#### *Color Mode and File Format*

- Graphics should be created in RGB color mode for color consistency
- Graphics should be submitted as JPG files

### **Copyright**

No copyrighted or trademarked content may be posted on digital signage unless the requestor provides written permission from the copyright or trademark holder to use the content. Only content the University owns or royalty-free content may be used with digital signage. If there is any doubt about copyright or trademark compliance, content creators will have to remove the questionable content from the ad.

### **Visual Identity Compliance**

All digital signage requests and artwork must be submitted for approval to The Office of Strategic Communications and Marketing at [75digital@kennesaw.edu](mailto:75digital@kennesaw.edu) for I-75 signage. All ad creative will be evaluated for adherence to the University Visual Identity Program (VIP) posted at <http://styleguide.kennesaw.edu/vip.php>. Ad creative that is stretched, misuses the Kennesaw State logo, or is deemed too low quality will be returned to the requestor with an explanation for changes needed.