



## Highway Digital Signage (I-75) – Policies and Procedures

### Background

The Kennesaw State University (KSU) highway digital sign is on the east side of I-75 at Big Shanty Road just south of exit 271. Developed through the use of state funds, the I-75 highway digital sign will come online in September 2016.

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 static, but the digital space in the middle is available for advertising targeted toward external audiences to include:

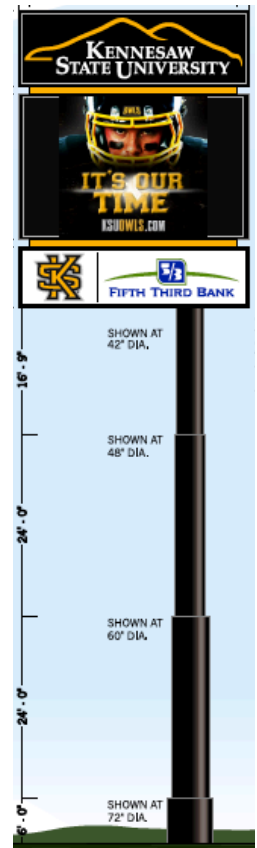
- University-level branding messages;
- Campaign initiatives developed by the Office of Marketing aimed at recruitment and/or enhanced brand awareness;
- Campus-wide messaging to include, events and other important information approved by the Office of Marketing.

### Purpose:

Kennesaw State's I-75 Highway Digital Sign will be used to promote University activities, events, educational opportunities and messages by providing well produced, eye-catching advertisements to a large external audience traveling on I-75. The goals for the sign include building broad-based awareness of and support for the University's mission of teaching, research and service and increasing attendance at KSU events.

These policies and procedures ensure that the advertising messaging, logo use and images displayed on the highway digital sign meet federal, state, local and university requirements. In addition, the procedures outline how to request space and secure copy approval.

These policies and procedures also delineate staff responsibility for different aspects of the I-75 Highway Signage usage plan. These policies may be modified by the Marketing Department to maximize advertising opportunities for campus entities.



## Management Responsibilities:

### Content Oversight

The Office of Marketing will be responsible for content decisions.

- Content messaging is reviewed and approved by the Assistant Vice President of Marketing.
- The content calendar is determined and maintained by the Director of Marketing or designee, with oversight and approval by the Assistant Vice President of Marketing.
- The number and length of messages displayed is set by the Director of Marketing and communicated to the University Information Technology Services Department of Learning Technologies, Training, and AudioVisual Outreach Video Production and Digital Signage Team (UITS – LTAO).
- The calendar will be continually updated as space is reserved and messages approved.

The content calendar is shared with these staff:

- Office of Marketing Assistant Vice President;
- Director of Marketing;
- Director of Marketing designee;
- UITS - LTAO.

The Director of Marketing reserves the right to rearrange messaging on the content calendar to maximize advertising potential for all parties or for other needs.

### Structural Oversight/Power Issues

The Office of the Assistant Vice President for Facilities is responsible for structural oversight and power issues, including submitting:

- Applications for tree or vegetation trimming;
- Tree removal permits;
- Annual renewal application as required by state regulations.
- Maintenance and upkeep of the highway hardware (physical sign and electrical) through the vendor partner.

### Content Software and Vendor Relations

University Information Technology Services Department of Learning Technologies, Training, and AudioVisual Outreach Video Production and Digital Signage Team (UITS – LTAO) is responsible for:

- Establishing and maintaining content management folders for the Director of Marketing (and designee) to use to upload approved advertising;
- Maintenance and updates of Sedna Presenter/Player digital signage software and computer hardware;
- Content upload training for content providers;

- Managing the length of the content;
- Monitoring the highway digital sign through an internal monitoring screen to ensure the sign is in operational order;

### Legal Oversight

Because the highway digital sign was purchased with state funds, the Division of Legal Affairs has established legal parameters for its use. Additionally, the office is responsible for updating all affected parties regarding change to state and local regulations applicable to the use of the highway digital sign.

## **Protocol for Developing, Submitting and Posting of Content:**

### Identification of Primary/Priority Partners

The Office of Marketing will maintain a list of priority content partners. Initial partners include:

- Office of Marketing;
- University Relations
- Intercollegiate Athletics;
- Bagwell College of Education;
- Coles College of Business;
- College of the Arts;
- The College of Continuing and Professional Education;
- Fifth Third Bank.

### Messaging Acceptance and Priority

Priority will be given to:

- Requests from primary partners;
- Announcements of University-wide interest and concern;
- Events that have academic applications, such as college-based lectures, performances and exhibits, as opposed to purely entertainment-based events;
- Requests from primary partners.

Acceptable event examples:

- Athletic Events;
- Lectures;
- Concerts;
- Art exhibits;
- Plays or theater performances;
- Admission events;
- Summer camps;
- Class enrollment schedules;
- Campus tours.

Unacceptable events, messages or images:

- Any event NOT open to the general public;

- Events open only to members of an organization;
- Events that do not appeal to a wide University community audience;
- Messages from non-affiliated Kennesaw State organizations;
- Any event that promotes illegal activities or violates any University, local, state or federal laws or policies;
- Messages that promote alcohol, tobacco;
- Messages about political candidates or campaigns (campus, local, state, national);
- Obscene or otherwise objectionable images.

### Design Guidelines

Requesting organizations are responsible for the design, production and timely submission of design creative. Due to the rotating nature of digital signage, each advertisement will have a short time frame to tell a story so well-designed concise messages are critical. All content must be submitted broadcast-ready in accordance with the following guidelines:

- **Readability:** Each ad is displayed for 15 seconds; those that are most effective should be scannable in three seconds. Therefore, it is best to limit the number of elements (text and graphic images) so viewers have sufficient time to read the ad during its brief display time.
- **Layout:** Visual and written information that overlap cause the reader to pause and sort the message. Layouts of this design create visual clutter and are best avoided.
- **Color:** Very bright color can make reading difficult – avoid white backgrounds. With LED technology, white or very light colors may repel the eye and may be offensive to drivers at night.
- **Contrast:** Insufficient contrast between text and background colors can make reading difficult. Test the color image for readability by viewing the ad in gray scale. If the message is still readable and the elements still stand out, the creative has good contrast.
- **Text and Fonts:** Due to resolution limitations, avoid font size smaller than 30 points and light, ornate fonts. Recommended body copy size is 44 points or greater. Recommended size for headlines is 72 points or greater. Use of no more than two different fonts is recommended. Text using all capital letters is harder to read from a distance. For longer messages, use both uppercase and lowercase letters, limit all caps to short messages (example: BIG, NOW, HERE).

- Format and Aspect ratio: The file should be sent as a jpeg and sized 1440 pixels wide by 900 pixels tall. (We aren't using Daktronics software so standard design resolution of width x height should be used to avoid confusion).
- Resolution: 72 dpi (Embedded images should also be 72 dpi resolutions – stretching or enlarging images will result in a loss of dpi).
- Orientation: Landscape
- Color: RGB.
- Artwork: Use of quality images without pixilation is recommended. 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, clip art from Microsoft, 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 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.



### Protocols for Requesting Space and Submitting Content

- To request advertising space on the Highway Digital Sign, colleges, departments and other internal parties will complete the Highway Digital Sign Use request form available at [www.kennesaw.edu/ur/marketing.shtml](http://www.kennesaw.edu/ur/marketing.shtml).
- Completed request forms should be submitted **at least 10 business days** in advance of requested post date to [75digital@kennesaw.edu](mailto:75digital@kennesaw.edu).

- The Director of Marketing or designee will receive and respond to requests within two business days.
- Upon request approval, request for submission of ad creative will be sent to the requestor.
- Ad creative will be submitted via email to [75digital@kennesaw.edu](mailto:75digital@kennesaw.edu). Ad creative should be submitted promptly because the ad messaging and design must also be evaluated for approval prior to the ad's being posted.
- Approved creative is uploaded to the I-75 highway digital sign folder by the Director of Marketing designee per the content calendar.
- When the ad run is completed, the Director of Marketing designee will remove the digital creative from content management folders.

#### Limits regarding Number and Calendar Length of Submissions (per semester)

- Partners will limit their requests per semester to no more than 8 messages.
- Approved postings may be displayed for a maximum period of two (2) weeks.
- Advertisements for reoccurring events and meetings may only be submitted once per semester.

#### Message Timing Details

- Digital billboard ads will be displayed for 10 seconds each on a rotating basis.
- No more than 12 messages will be displayed during any given day to maximize audience exposure.

#### Sign Details

- The sign is visible traveling south on I-75 for approximately 12 seconds and traveling north on I-75 for approximately 28 seconds when traveling at the posted speed limit.
- The north- and south-facing ad spaces are internally illuminated and measure 19 feet 3 inches tall by 30 feet 5 inches wide. The same content shows simultaneously on both sides.
- Above and below the advertising space is a 12-foot gold aluminum divider.
- The total height of the sign is 110 feet.

- The matrix size is 1440 pixels wide by 900 pixels tall.
- The sign was manufactured by Daktronics and is controlled by Sedna Presenter/Player digital signage software.

Changes to policy – 8/29/2017:

Removed reference to Vice President of Marketing.

Adjusted artwork specifications to: 1440 x 900 pixels