



THE UNIVERSITY *of* EDINBURGH

Brand Essentials

Making us all look good

Chapter 11:
Digital signage

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What is digital signage?

Digital signage incorporates the high profile, large electronic display screens strategically located around the University. This includes timetabling and room information screens. These screens provide a highly visible communication medium for staff, students and visitors to the University estate.

Why do we need guidelines for digital signage?

Digital signage in the public areas of our buildings provides a high-impact opportunity to communicate with a variety of audiences. What is communicated, and how it is communicated, must be appropriate, effective and reflect the University's status as a world-class global institution.

These design guidelines assist content managers and creators to develop effective digital communications.

For further enquiries on brand, reputation and brand management, please contact:

Director of Communications and Marketing

Theresa Merrick
theresa.merrick@ed.ac.uk

Deputy Director, Marketing

Niall Bradley
niall.bradley@ed.ac.uk

For enquiries or questions on legal issues dealing with the brand, please contact:

Director of Legal Services

Leigh Chalmers
leigh.chalmers@ed.ac.uk

Brand Book and other chapters are available at www.ed.ac.uk/brand

Download logos

www.ed.ac.uk/brand

(only available to staff and students)

**Request use of logo
Head of Marketing**

Deepthi de Silva-Williams
deepthi.dsw@ed.ac.uk

What is appropriate content?

Content managers must think strategically about how and where content is displayed so that it is both meaningful to your target audiences and consistent with the University's strategic goals.

Your messages should always be relevant to the local audience and cognisant of the signage location. Remember it's likely that your message will display in rotation with many others. Most viewers will only see it for a few seconds, and many will be far away from the screen.

The types of content categories you should consider are:

- **Central University messages**
Announcing key University initiatives that support the staff and student experience.
- **Events**
Promoting events, activities and announcements relating to life at the University.
- **Announcements and news**
Keeping your local audiences updated with relevant University news.
- **Community content**
Celebrating the achievements of staff and students to build a sense of community.
- **Emergency broadcasts**
Broadcasting emergency alerts to ensure the safety of the university community. This could also include weather advisories and building closure information.
- **Room booking, timetable and orientation information**
Helping the University community and visitors find their way and stay informed.

Do not feature the following types of content:

- Commercial activities or advertisements from non-University organisations.
- Copyrighted images or content without permission or license.
- Offensive or threatening materials.
- Confidential information or information not readily accessible to the public.
- Opinions that contradict the University's official position.
- Content that doesn't comply with the General Data Protection Regulation (GDPR). This includes content featuring individuals who haven't given their approval for use.

For further enquiries on content support or to get access to central University content please contact:

Head of Internal Communications
Philip Graham
philip.graham@ed.ac.uk

Content standards and best practice

All messages and content should have a clear purpose and be tailored to a specific audience.

Who is the audience?

- Staff only
- Students only
- Staff and students
- Visitors
- All the above

What makes an effective message?

- It's targeted: define and understand your audience and the message purpose.
- It's simple: focus on one key message and call to action. Remember you can use short URLs or QR codes to direct your audience to more information. See edin.ac/shorturl
- It's digestible: keep your content legible and concise. Use low word counts, a large font, and feature only key information. Screens play on rotation and your typical audience won't have time to digest a lot of content.
- It's connected: your content should support local or University-wide initiatives.
- It's visually appealing and professional: use the provided templates to produce effective content quickly and easily.
- It's on brand: messages should include the University's official logo and wordmark, and follow other User Interface (UI) guidelines. Remember though, don't duplicate the University logo if it's already represented on the screen template.

Content tone

Tone of voice needs to be appropriate for the audience: it should be friendly and informative without being condescending. Content should be kept short and simple.

Screen size

Screen size will have an impact on the suitability of content. A smaller screen size will require text that is readable and fully accessible, so consider including less text that will convey the same message and impact.

Screen location

Where screens are located is crucial to their effectiveness and will influence the suitability of content. Consider locations that have the highest footfall and therefore most impact, for example in reception areas and at entrances to major buildings.

The size and placement of each screen should be carefully considered to ensure it is accessible to everyone.

Measuring success

Technical measures are limited in this medium but you could make use of custom edin.ac URLs or QR codes to capture interaction with your call to action.

Review

It is important to regularly review and update any content featured on digital signage. This will ensure all messaging is still relevant to your audience and will help to improve engagement.

For further enquiries on content support or to get access to central University content please contact:

Head of Internal Communications

Philip Graham

philip.graham@ed.ac.uk

Responsibilities

Local

Draft content will be approved at a local level. If you need advice or assistance then your content can be submitted to the Communications and Marketing department Internal Communications team.

Central

The central Communications and Marketing department can supply ready-prepared content that supports key University initiatives, including graphics and films. This includes collaborative initiatives with partners, for example the Students' Association. Recent examples include the Inspiring Students campaign to support the student experience, wellbeing initiatives, events and opportunities.

Technical

Where feasible use an all-in-one style end-point computer with a browser (Chrome or derivative recommended) to display webpages.

Required features:

1. must be capable of entering a 'kiosk' state;
2. there must be a method of remotely administering the operating system and hardware available;
3. a static, non-routing IP address in the relevant EdLAN range for your school;
4. must serve data to the computer end-point based on the device IP address;
5. power over Ethernet (PoE) is recommended for smaller units, keeping cabling to a minimum.

There are three basic end-point types – 'Local resource booking', 'Web Room Booking' and large 'Information' or 'Welcome' screens.

The first two can be all-in-one devices, e.g. the android touchscreens currently in some CAHSS schools.

Local resource booking devices should be touch-screens to correctly utilise the Screen application piloted in CAHSS. These are for displaying resource bookings that are not in the Web Room Booking

system. These can be interactive screens and are approximately 12" diagonally.

Web Room Booking devices show only room booking information and need not be interactive. These are 22" screens.

Welcome or Information show other locally relevant content. These are normally larger screens (more than 32").

Brand and visual identity

The brand principles and guidelines outlined in this document must be followed. For assistance please contact Communications and Marketing.

Content

All content must adhere to the templates and guidelines provided. Further advice and support is available from the Communications and Marketing department.

For further enquiries on content support or to get access to central University content please contact:

Head of Internal Communications

Philip Graham
philip.graham@ed.ac.uk

Design principles

To provide a cohesive University identity, all digital signage must adhere to the templates provided. A consistent approach protects and strengthens our reputation and improves the quality of engagement with our community.

An effective signage design should be clean, simple, attractive, appropriate and brief. Use a maximum of 20 words on each slide and, if essential, use multiple image slides in a series to communicate a more complex subject or message.

The viewer should be able to comprehend single-image slides within five seconds and a series of image slides within eight to 10 seconds. Key principles to keep in mind are brevity of your content, thoughtful design placement, and a clear call to action.

Branding

Our brand strength is more than just our logo. To achieve maximum impact and ensure effective communications you should follow all the principles in this guide. Our brand values begin by ensuring a user-focused experience, and are supported by adopting University colours, typography, relevant imagery and appropriate brand elements.

Using the University logo

Clear and consistent labelling and user experience should be the primary focus at all times. If the use of the corporate logo will enhance these objectives, then ensure that the requirements outlined in this guide are satisfied.

There are three University of Edinburgh corporate logo formats. For the majority of digital uses we recommend using the stacked logo.

Stacked logo

The stacked University logo is the preferred logo to be used on University websites and digital services. The black on white version of the logo is used on EdWeb and EdGEL and other colour combinations are available.

Horizontal logo

The horizontal logo can be used on University websites and digital services.

Centred logos

Do not use the centred logo as the primary branding element on a digital service.

Logo colours

The monochrome versions of the logo are recommended to maintain consistency with our corporate digital publishing. It is permitted to use a monochrome version with an extended colour palette selection as its background colour. Refer to the colour palettes for digital publishing as outlined in EdGEL.

Logo positioning

The positioning of the logo should comply with the logo usage guidelines, but will ultimately be determined by the user experience. When screen time is limited and the primary purpose is to convey key information, then the logo is of secondary importance.

The logo should work in partnership with the other design elements to help give the message authenticity and leverage the brand strength of the University identity.

Minimum logo sizes

The roundel text should always remain legible.

Using the logo as a graphical device

The logo may be used as a graphical device only if the logo is correctly presented elsewhere.

The University of Edinburgh logo files

The logos are available in a range of formats. It is important to choose the correct format for the task required.

Download

The University of Edinburgh corporate logos can be downloaded from www.ed.ac.uk/brand

Only approved, supplied logos can be used. Always use master artwork files, no attempt should be made to recreate or alter any logo artwork.

Incorrect use of the logo

When used as the primary branding element, the roundel text should remain legible.



The logo or roundel may not be placed in such proximity to elements that cause overlap or visual encumbrance.



The University logo or roundel may not be integrated into an illustration, cartoon, or other symbol or logo.



Do not use a colour scheme that is not part of the approved colour palette.



Do not alter the relative size ratio of the roundel and University text.



Do not adjust the spacing between the roundel and the University text.



Do not remove elements of the crest roundel or University text.



Do not alter the aspect ratio of the logo.



Do not present the roundel in isolation without the University text if it is the primary branding element.



No effects processing or colour treatments should be applied to the logo. The only approved colour variations are those outlined in this document.

The University of Edinburgh ceremonial roundel

The full colour University roundel is **restricted to ceremonial use only** such as graduation, University court papers and other official papers. **Its use on digital content is not permitted.**

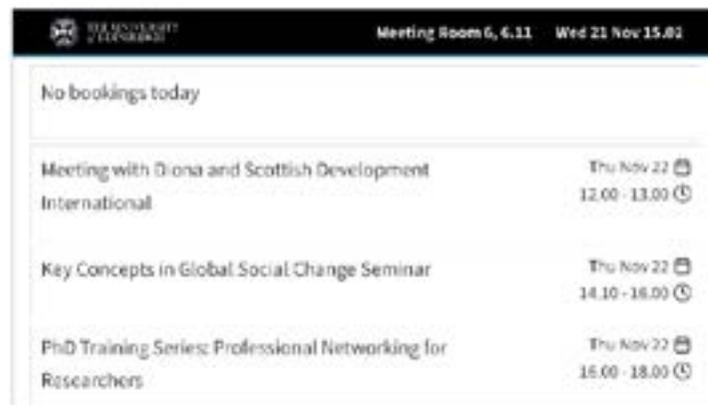
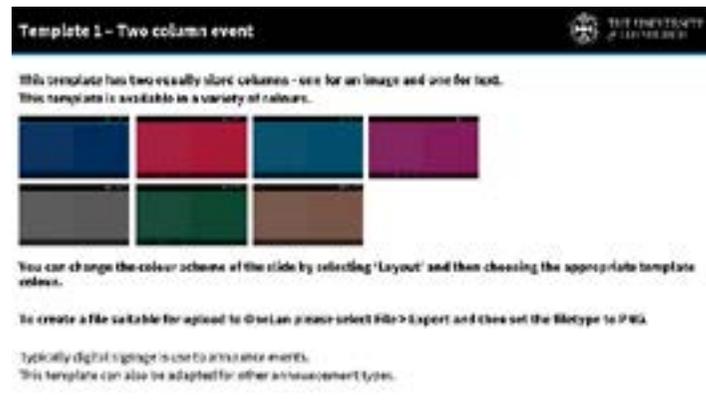


Templates

Design templates for Welcome and Information screens are available for download on the Communications and Marketing website.

A variety of template layouts have been produced. By using these templates you can help ensure your content is effective, on brand and follows the approved design principles.

Further templates for other screen types such as Web Room Booking or departure screens are available from Learning Spaces Technology.



Brand resources

The University of Edinburgh corporate logos, Brand Chapters and templates can be downloaded from www.ed.ac.uk/brand

Learning Spaces Technology
0131 650 4097
learningspacestechnology@ed.ac.uk

Imagery

For our University, the images that we use to tell our stories or relay messages in our communications are key to conveying our brand values. Successful digital communications rely on quality photography that supports the message.

The University of Edinburgh is international in outlook, and our choice of imagery needs to reflect the diversity of our staff, student and alumni communities.

A University image bank is available at images.ed.ac.uk.

Communications and Marketing may store additional images particularly for recent events and initiatives, so please contact them if you cannot find a suitable image.

Photography

If you are briefing a photographer separately, be clear from the outset if you require to assign copyright to the University so the images can be re-used freely.

Be sure to explain that images are required for multiple uses including print and online so the photographer provides these in the correct resolution.

Photography consent

If you are commissioning photography or taking your own photographs of individuals for University use then you need to have the permission of the people being photographed. Records Management publish information on how to comply with data protection requirements when using photographs on the internet or internally.

See the Records Management website at edin.ac/2GDt1N9

For further enquiries on imagery or photography or to get access to central University content please contact:

Senior Graphic Designer

Susan Halcro
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Fonts and typography

Along with our logo and brand colour palette, our typeface helps to anchor the University's visual identity and create cohesion between various communication tools and platforms. We have specified fonts for different applications that support our visual identity.

All public-facing digital content must be visually associated with the design elements that define our digital look; the choice of font is a key component in this identity.

Typography principles

- **Limited copy and word count:** a smaller word count will convey your message more easily. Try to keep to a maximum 20 words per slide.
- **Readability:** make sure your message can be easily read from a distance and avoid putting text too close to the edge of the screen.
- **Communication hierarchy:** include a header, main body text and call to action on each slide. Your header and call to action should be in a larger font size than the main body text.
- **Colour principles and brand colours:** all colours should be selected from the University's corporate colour palette. Avoid using more than three colours on a given slide.
- **Contrast:** make sure your text will be easily read by using light text on dark backgrounds and dark text on light backgrounds. Avoid putting text on top of busy or colourful imagery.
- **Opacity:** keep text legible by ensuring transparency doesn't exceed 25 per cent.
- **Typeface:** avoid using too many fonts and weights. Try and limit your message to one font and a maximum of two typefaces.

University digital signage should adopt the font styles established in EdGEL, the University's digital design language: gel.ed.ac.uk

EdGEL features two primary font types, Crimson Text and Source Sans Pro.

Source Sans Pro

Source Sans Pro is an open-source sans serif typeface created for legibility in UI design. With a variety of weights that read easily at all sizes, Source Sans Pro provides clear headings as well as highly-readable body text.

Lorem ipsum dolor sit amet, consectetur adipiscing elit. Sed vitae turpis nec libero fringilla dictum. Donec sed libero. In eros. Aliquam accumsan. Proin orci ligula, consectetur eu, interdum eget, rhoncus at, lorem. Vivamus eu augue. Fusce fringilla commodo nunc. Cras auctor dolor vel erat. Vivamus vehicula ultrices tellus. Vestibulum eu felis nec magna rutrum porta. Curabitur tempor rhoncus ipsum.

Crimson Text

Crimson Text, inspired by beautiful old-style typefaces, is used in our top-level headings. It is intended to reflect our heritage whilst remaining readable and accessible for our digital platforms.

ALIQUAM ACCUMSAN

See *Chapter 10: Fonts and typography*

Legal and policy obligations

Digital screen content must not include illegal, offensive, threatening or harassing material, or any content that can constitute a criminal offence (including breach of copyright). You must comply with current Data Protection and Copyright legislation.

Anything uploaded to digital signage should be considered as broadcasting in the public domain.

Help & support

Technical support

Learning Spaces Technology

0131 650 4097

learningspacestechnology@ed.ac.uk

Brand support and advice

Communications and Marketing

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Internal communications support

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Download the latest version of the Brand Essentials at: edin.ac/brand-essentials