

DIGITAL SIGNAGE



Design Guidelines

Division of Student Life



HOW WE GOT HERE

Throughout the last eight months, we have been charged to create and implement a structure to utilize the digital signs to their fullest potential. As the first wave of digital signage initiatives were rolled out, we attempted to lead a process many people, including us, did not know much about. During that time, we tried many different ideas; some led to home runs, others to striking out.

When the University brands were updated recently, we thought this was the time to apply the feedback we have heard from across the Division. In gathering this feedback, we heard calls for more flexibility and simplicity from content managers and have now created a structure to do just that. Each office will have the ability to customize more components of their boards, and they will have greater ease entering and updating information to the boards. With this booklet, we are excited to usher in the next, more collaborative plan for the digital signs.

As you flip through this menu book of digital signage options, explore the assortment of possibilities and create the sign best geared to accomplish the needs of your audience. We hope you enjoy phase two of the digital signage design!

Thank you,

Rob Johnson, Joey Kimes, & Lucas Novotny

Ad Hoc Digital Signage Committee

November 17, 2014

HOW WE LOOK

Digital signage is popping up across campus as a new and innovative way to distribute information to Creighton's campus. Each sign on campus allows for creative and personalized messaging to reach a targeted audience. Here is the first step toward personalizing the look, feel, and content of a sign.

Three simple steps can create the ideal board to best suit any department's needs.

1. Select the design: Color is key in picking which of the available designs works best with a board. Both options show off Creighton's brand standards and colors and feature a maximized space for displaying content.

3. Set the time: Now that the content templates are picked, set the duration. Display the content templates most relevant to a board's target audience for longer amounts of time to maximize the effectiveness of the board.

2. Order the content templates: Some content templates come already built into the board, while others are chosen to fit the needs of a given sign. The complete list of content templates includes:

- Athletics Game Schedule*
- Departmental Announcement*
- Departmental Commercial*
- Dining Hall Menus*
- Divisional Announcement*
- Divisional Commercial*
- Passive Programming*
- Promoted Programs*
- Social Media*
- University Commercial*

CLEAR. CRISP. CONSISTENT.

These are the words to describe the new look of the digital signs, with all elements on the board aligning with the colors and design pieces of Creighton brand standards.

CLEAR.

With the tabs on the side listing Creighton, the Division, and the department, the source of the message is clear.

CRISP.

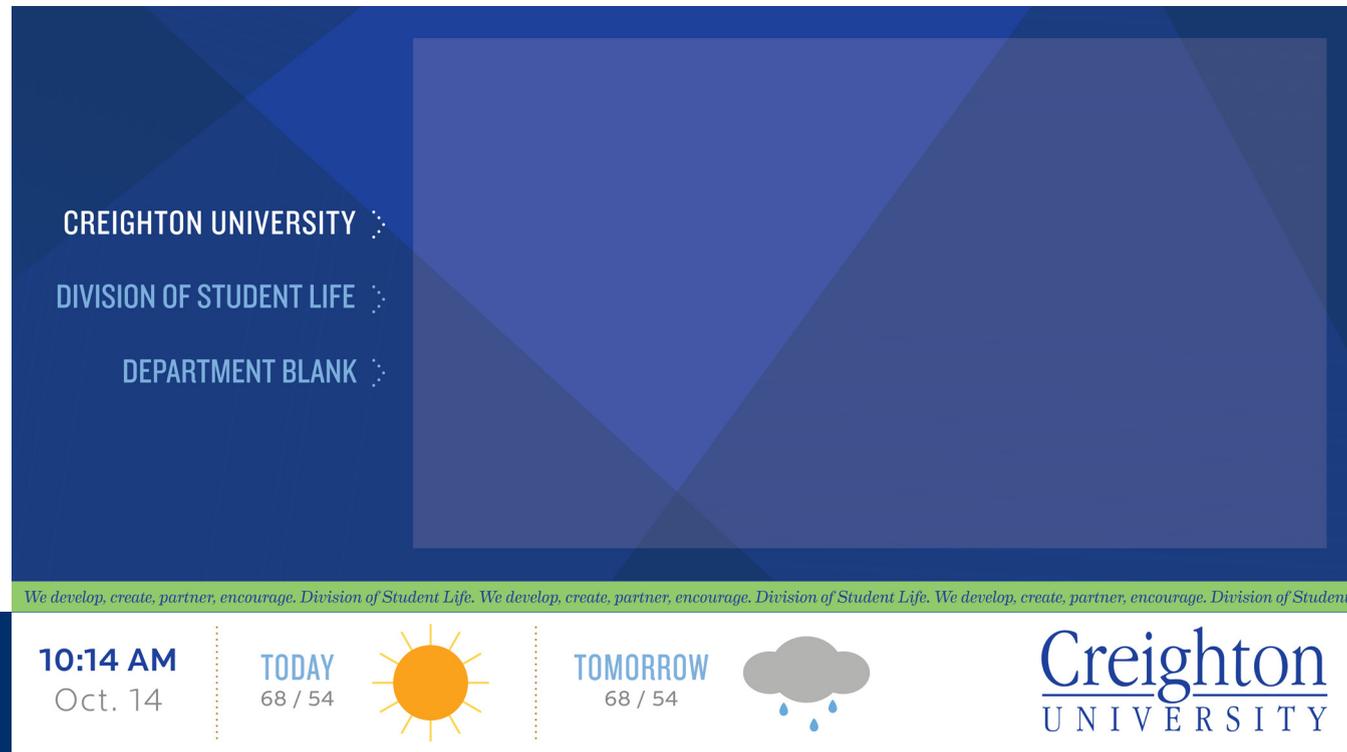
The blues and whites are highlighted with the gold and green accent colors of the University brand, allowing for headlines and the text crawl pop within this design.

CONSISTENT.

Utilizing University brand elements keeps Creighton's message consistent from across all signs.

HOW WE LOOK

Step one to getting a digital sign created and running involves selecting a design for the board. Here are the options!



Weather Today/Tomorrow
Unhighlighted banners
PANTONE 284 C

Time
Text Crawl
Creighton University logo
PANTONE 286 C

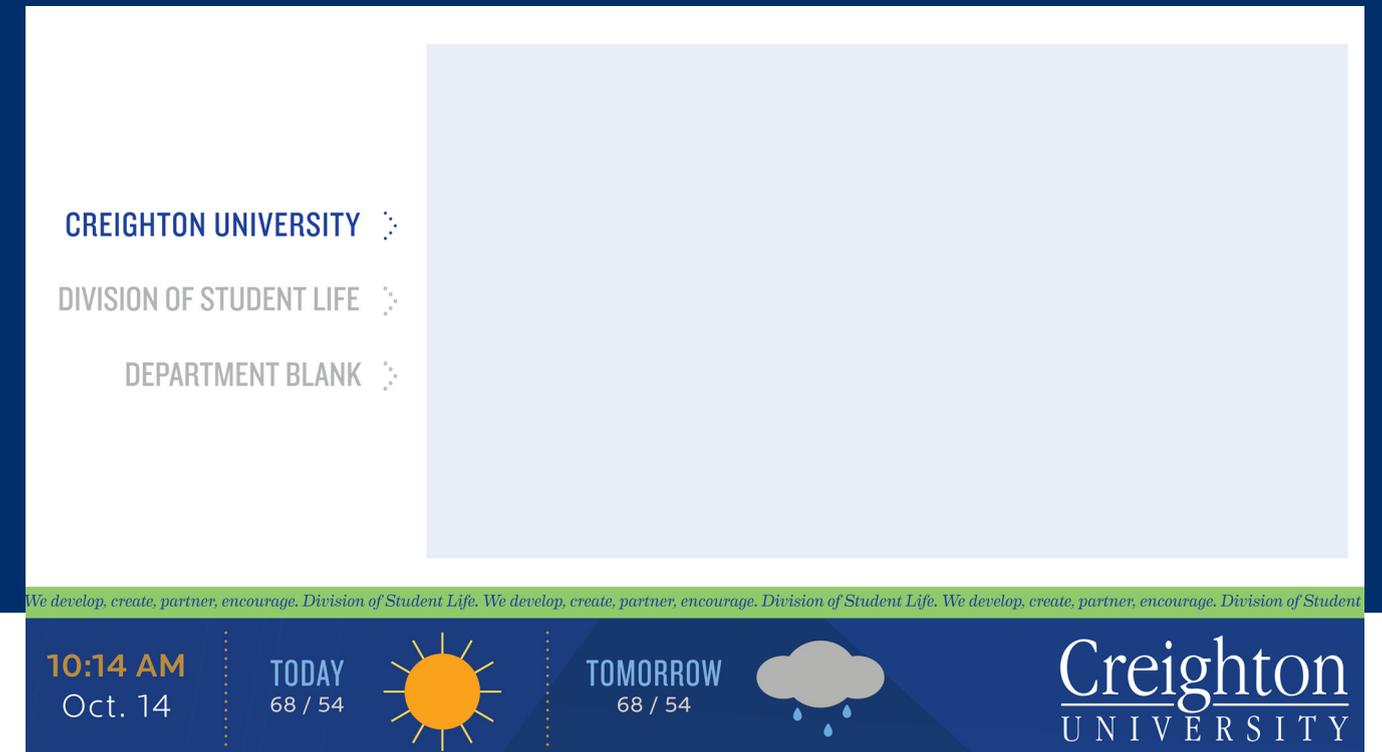
Text Crawl bar
PANTONE 367 C

Dotted line dividers
PANTONE 1245 C

Date
Weather temperatures
PANTONE 421 C

Highlighted banner
White

One is primarily white with a blue footer and highlighted by additional accent colors; one is primarily blue with a white footer and coordinating accent colors. Below each option image are the technical specifications for the colors of each design.



Weather Today/Tomorrow
PANTONE 284 C

Highlighted banner
Text crawl
PANTONE 286 C

Text Crawl bar
PANTONE 367 C

Time
Dotted line dividers
PANTONE 1245 C

Unhighlighted banner
Weather temperatures
PANTONE 421 C

Date
Creighton University Logo
White

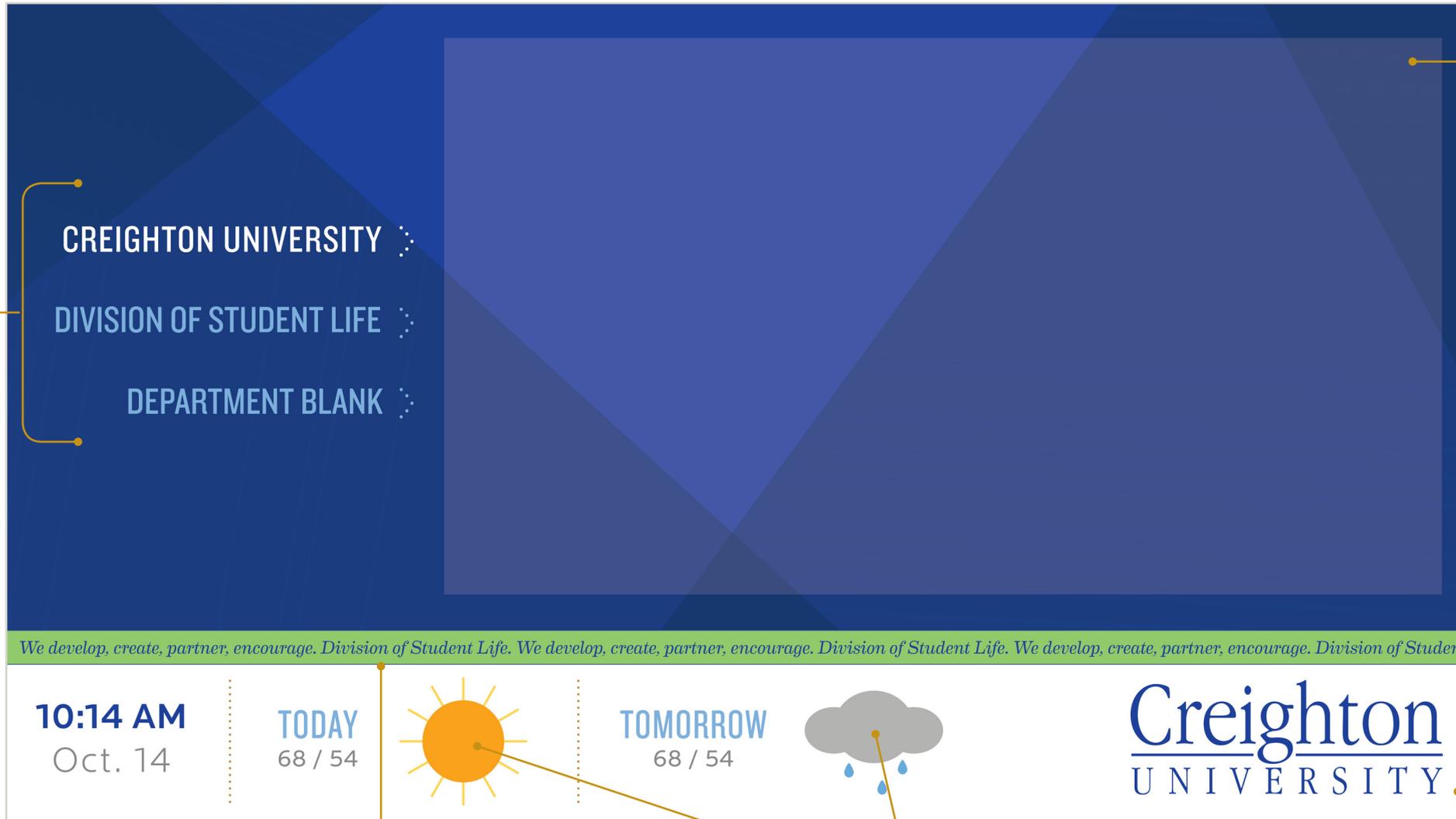
DESIGN ELEMENTS

BANNERS

Message audiences are listed along the left sign of the screen. Creighton University and the Division of Student Life appear on all boards, with the third line's wording being selected by the department. As messaging changes, the highlighted banner indicates the target audience of the message.

TEXT CRAWL

While static on the page, this region will scroll text across the page. General announcements from Student Life will be displayed here, with those messages repeating frequently due to the mobile text.



CONTENT AREA

Tell the story in this space. This area is home to the message a sign is projecting to its audience. Images, text, flyers, videos and any other piece of content displayed on the sign will fill proportionally in this area until hitting the region's borders. 16x9 is the ratio by which this region fills.

FOOTER

The bar at the bottom of the screen has it all. Date and time appear in the left side of the footer, with the two-day weather forecast next to it. Creighton's logo is included on the right third of this section of the board.

WEATHER GRAPHICS

New weather graphics provide crisper and more minimalistic imagery to better emphasize the brand within the boards.



HOW WE COMMUNICATE

CREIGHTON UNIVERSITY
DIVISION OF STUDENT LIFE
STUDENT ACTIVITIES OFFICE



THURSDAY, SEPTEMBER 4 8-11 PM

We develop, create, partner, encourage. Division of Student Life. We develop, create, partner, encourage. Division of Student Life. We develop, create, partner, encourage. Division of Student Life.

12:47 PM
Nov. 18

TODAY
38 / 22



TOMORROW
28 / 14



Creighton
UNIVERSITY

DEPARTMENTAL ANNOUNCEMENT

Not all messaging is best conveyed through images and video, and here is where those others messages can be placed. Text announcements for a department are placed within this content template. Notice the three levels of the announcements—headline, subhead, and body—as these levels will be displayed on each announcement.

DEPARTMENTAL COMMERCIAL

This is where the department takes over the sign. Any material a department wants to include on a sign—program advertisement, announcements, videos, pictures, and everything else—is posted here. Multiple types of data can be included here to keep the signs vibrant and dynamic.

CREIGHTON UNIVERSITY
DIVISION OF STUDENT LIFE
DEPARTMENT BLANK

HALL CLOSING

Residence halls will be closing for the semester. Halls will close on December 20th at noon. Please have a safe trip home.

INTRAMURALS

IM Flag Football sign-ups to begin. Sign-ups will begin in Rigge 120 on Thursday. Make sure to arrive early and do not forget your Creighton ID.

Scrolling Text... Division of Student Life Scrolling Text...

10:14 AM
Oct. 14

TODAY
68 / 54



TOMORROW
68 / 54



Creighton
UNIVERSITY

HOW WE MESSAGE

REQUIRED TEMPLATES

Some content templates are locked into each screen, and those templates fall within this category. Required templates provide content for a sign that originates outside of the department's responsibility. New content will keep the screens energetic and also support the consistent messaging purpose of the signs.

DIVISIONAL COMMERCIAL

Content here will be presented from the voice of Student Life as a whole and allow for consistent messages throughout all boards. Like Departmental Commercials, there is a large variety of mediums via which content can be displayed here, thus increasing the dynamic nature of the signs.

UNIVERSITY COMMERCIAL

Marketing and Communications will control this portion of the board, posting information pertinent to the Creighton community as a whole. Finding space for a University announcement or message won't be a problem with this space already set aside.

SOCIAL MEDIA

Engage viewers with the digital signs by incorporating social media with the boards. This template is linked with Instafeed, a integration allowing the sign to show the photos with the hashtag of your choice. Pick a tag, and show off the posts linked to it!

DIVISIONAL ANNOUNCEMENT

Messages displayed here will be visually similar to those in the Departmental Announcement content template. The difference, however, is these announcements are collected from across the Division and allow for each department to be represented on each other's boards.

HOW WE PERSONALIZE

DINING MENUS

Wondering what's on the menu somewhere on campus? Worry no more with menus provided on the signs. This optional content template will provide an audience the answer to a frequently asked question via an active format in which the content scrolls from bottom to top on the screen.

OPTIONAL TEMPLATES

Board owners get the choice of whether or not to include the content templates listed here. Each template provides messaging on a targeted piece of information that may or may not be beneficial to a given sign. While there are only two content templates listed now, more templates are to be developed in the future for a department to opt into for a sign.

CREIGHTON UNIVERSITY

DIVISION OF STUDENT LIFE

DEPARTMENT OF RESIDENCE LIFE

TODAY AT BECKER

- Grilled Salmon
- Cole Slaw
- Potato Wedges

TODAY AT BRANDEIS

- Roasted chicken breasts
- Corn
- Au Gratin potatoes
- Cheese tortellini
- Black bean chili
- White rice
- Brown rice

10:14 AM Oct. 14

TODAY 68 / 54

TOMORROW 68 / 54

Creighton UNIVERSITY

CREIGHTON UNIVERSITY

DIVISION OF STUDENT LIFE

OFFICE OF MULTICULTURAL AFFAIRS

INTERCULTURAL EXPO

Monday, Nov. 11
11am-2pm
Skutt Ballroom

POW WOW

Saturday, April 6
Opens at 12pm
KFC

SOUL FOOD DINNER

March 3
7pm - 9pm
Harper Ballroom

DANCE WITH ISA

November 20
8pm - 11pm
Skutt Ballroom

10:14 AM Oct. 14

TODAY 68 / 54

TOMORROW 68 / 54

Creighton UNIVERSITY

CU INVOLVED PROGRAMMING TAG

Dozens of programs happen each month, and so many of those programs fit within the mission of any particular office. Using the already existing programming tags in CU Involved, pull events specific to a given department onto the screen for more advertising time.

HOW WE COLLABORATE

FLEXIBLE TEMPLATES

Duration of these content templates is up for grabs with these templates. Content here is deemed important enough to appear on each sign, but the timing of each is determined per the discretion of a sign's owner. This allows for additional content to rotate through a board without creating too long of a cycle.

MEN'S BASKETBALL

 V. 

SATURDAY, NOVEMBER 16
7:00 PM

3:45 PM Nov. 14 TODAY 48 / 37 TOMORROW 35 / 24 Creighton UNIVERSITY

ATHLETICS GAME SCHEDULE

Interested in displaying all upcoming Creighton games? This template rotates through the next few weeks of Creighton contests. All sports are included in this, and template will display the opposing team's logo, Creighton's logo, the sport and game time.

WHAT WOULD IGGY DO?

CREIGHTON UNIVERSITY
DIVISION OF STUDENT LIFE
CENTER FOR STUDENT INTEGRITY

10:14 AM Oct. 14 TODAY 68 / 54 TOMORROW 68 / 54 Creighton UNIVERSITY

PASSIVE PROGRAMMING

So much is possible with digital signs, including utilizing them for educational programming. This content template is designed to provide passive—yet educational—information and programming to spur thought in the audience. Content will be updated monthly and provide varying levels of engagement via the programs.

CREIGHTON UNIVERSITY
DIVISION OF STUDENT LIFE
STUDENT ACTIVITIES OFFICE

PIZZA CRAWL
Saturday, Nov. 15
11am-2pm
Omaha

JAYWALK
September 20
Check in 9am
Deglman

PIZZA CRAWL
SATURDAY NOV 15
11am-2pm
OMAHA

JAYWALK 2014

HAUNTED HALLOWEEN
October 28
5pm - 8pm

SKUTT SHUTDOWN
September 11
8pm - 11pm
Skutt

10:14 AM Oct. 14 TODAY 68 / 54 TOMORROW 68 / 54 Creighton UNIVERSITY

PROMOTED PROGRAMS

Partnering with others—both across campus and around the Division—is a goal for these signs, and this content template increases collaboration dramatically. Promoted programs are selected to receive a larger spotlight on the signs to generate more interest in the events and tagged and labeled within CU Involved.

QUESTIONS?

Please direct any questions or concerns to the members of the ad hoc team.

DESIGNED BY

Karli Hunton