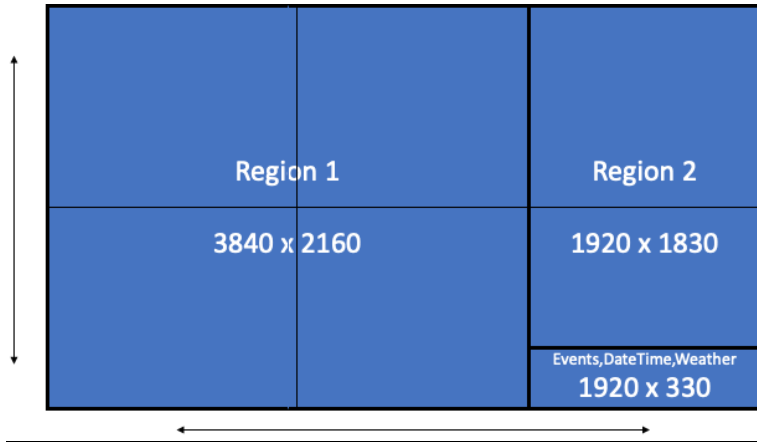


SBSB Lobby Video Wall Guidelines

Inform, Inspire, Influence – keep these in mind when you create your graphic

Digital Signage File Dimensions in px (pixels)



Region 1

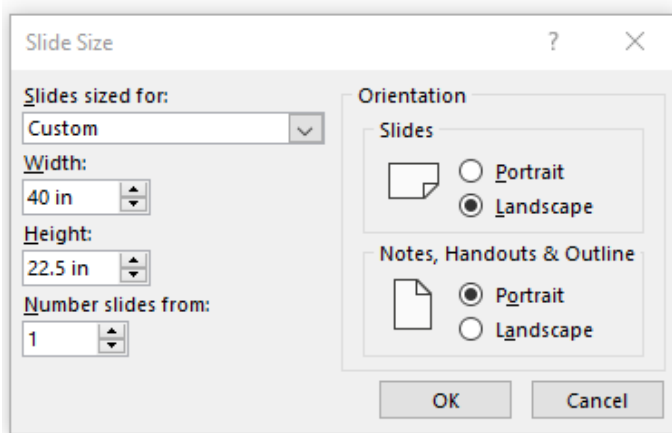
- Static image or video
- Resolution 3840 x 2160 px
- Video quality: 4k/Ultra HD

Region 2

- Static image or video
- Resolution 1920 x 1830 px

Creating a design: design your graphic using Canva.com or Powerpoint

- If using Powerpoint, resize the slide by clicking Design > Slide Size > Custom Slide Size
 - o Be sure to add px after the number. The value will change to inches, and that's ok.
 - o Region 1: 3840px (width) x 2160px (height)
 - o Region 2: 1920px (width) x 1830px (height)
 - o Videos should be no more than 15-20 seconds
 - o Make sure your images are high resolution 1024 x 768 or larger.



- Choose text and background color combinations wisely. Use colors that are complimentary and easy to read on the background color.

Background

	Red	Orange	Yellow	Green	Blue	Violet	Black	White	Gray
Red		Poor	Good	Poor	Poor	Poor	Good	Good	Poor
Orange	Poor		Poor	Poor	Poor	Poor	Good	Poor	Poor
Yellow	Good	Good		Poor	Good	Poor	Good	Poor	Good
Green	Poor	Poor	Poor		Good	Poor	Good	Poor	Good
Blue	Poor	Poor	Good	Good		Poor	Poor	Good	Poor
Violet	Poor	Poor	Good	Poor	Poor		Good	Good	Poor
Black	Poor	Good	Good	Good	Poor	Good		Good	Poor
White	Good	Good	Good	Poor	Good	Good	Good		Good
Gray	Poor	Poor	Good	Good	Poor	Poor	Poor	Good	

- Text should be easily visible at a reasonable distance from the sign
- Backgrounds should contrast with foregrounds. Avoid neon-colored backgrounds
- Font sizes should be large, especially for your main message. To test size, create a test screen with lines of different font sizes and have people view the screen at the furthest practical distance
- Serif fonts work well (an example of a serif font is Times New Roman – it has the decorative strokes on the tips of the letter ends). Google it if you need further clarity
- Statements should be short because digital signs are the wrong medium for paragraphs of text

Digital Signage File Types:

- PPT (Power Point)
- PNG
- JPEG

File Submission

- No less than 1 week prior to the event, please!
- (The process for updating the screens is cumbersome so I try to batch them in.)
- Submit via this [form](#)

File Name

- Your dept or prog_day after event - Example: sofa_3_25 (If event is on March 24)
 - o (The software asks for the desired date for the slide to be taken down. We want it to run the ad during the day of your event so provide the post date. We will add this file directly to the stack so please label them correctly!)

Questions? Please email chabsscommsteam@csusm.edu or Teams message Gina Jones. Please note that graphic submissions will not be accepted at this email. Please use the [form](#).

Thank you.