

DIGITAL SIGNAGE BEST PRACTICES

- Digital Signs are 1920px X 1080px (or select “Presentation” in Canva)
- JPEGs or PNGs are the only file types that may be submitted.



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Color

- Always use SUNY Broome's primary color palette which can be found in the Brand Identity section of the website. sunybroome.edu/marcom

Limit Text

- Keep text to an absolute minimum.
- Digital signs are meant to convey information quickly, similar to a billboard.
- Reference the [writing style guide](#).

Spacing

- Make sure all elements in your design have "breathing space". Too little space can lead to confusion and disorganization.

Supporting Imagery

- Use real campus photos when possible. Stock photography may be used but must be appropriate, and may not contain watermarks.
- Simple patterns or graphics can be used to fill space or enhance a message, these may need to be modified to reflect our color palette.
- Supporting graphics should convey a collegiate, academic, and professional message.
- Avoid overly stylized graphics that don't correlate with our branding.



Heirarchy/Scale

- Break down your message by level of importance. Use color and/or scale that reflects the value of the corresponding content.
- Titles and dates are typically going to be the most important elements.



Contrast

- Contrast is necessary for legibility. Use dark colors on a light background, light colors on a dark background.
- You may utilize drop shadows or highlights to help create or emphasize contrast.



URLs

- All URLs should be "friendly" URLs.
- Friendly: sunybroome.edu/housing ✓
- Non-Friendly: https://www2.sunybroome.edu/housing/?utm_source=Friendly+URL&utm_campaign=Housing ✗
- You may also use a QR instead of a URL