

GSW DIGITAL SIGNAGE

Specifications & Requirements

Required dimensions:

1920 pixels wide x 1080 pixels high

Acceptable file formats:

JPG, PNG, or GIF

Less is more.

People are often viewing these screens from across a large space, like in the Caf, and each slide only displays for 15 seconds each. Only include necessary info, such as the name of the event, date and time, location, and the hosting organization or office. Use no more than 20-30 words.

Let people know where to find more info.

If necessary, direct people to where they can find more information. This could be a QR code, a short URL, a social media handle, or an email address.

Use the correct colors.

If you're using blue and gold, be sure to use the official GSW color codes found at gsw.edu/StyleGuide.

Text should be legible.

Avoid hard-to-read fonts and placing text on top of busy backgrounds or images. Make sure your text color contrasts well with your background.

No long URLs.

Make sure any URLs are short enough that people will be able to remember it later.



Your **digital signage graphic** should only include the most necessary information about your event and should be sized correctly for digital signage. We cannot run graphics that are sized as an **8.5" x 11" flyer**.

Email univrel@gsw.edu with any questions or digital signage requests.