Promotional Screen Submission Guidelines

Background
These guidelines are provided to assist you when putting together content for display on the ‘Promo Screens’ at the South St Campus Library.

Please refer to this document to ensure that your submission is included in a timely manner, and receives the best visibility for your message.

There are three screens in the library, one located in the level 3 foyer, one in Kadijiniy Café on level 3 and one in the link level area on level 2. Please be aware that all other screens, such as the screen in the roof of the entryway on level 3 are not managed by the Library, and are unavailable for these services.

These screens primarily display slides and graphics promoting Library services. Submissions to advertise and promote activities, services and events regarding Murdoch University are welcome and encouraged.

Each of the three screens will display the same rotation of information, with each slide being visible for approximately 10 seconds; depending on content and slide complexity.

Summary
Submissions need to be clear, legible and conform to university branding. These guidelines help ensure that materials displayed are as accessible as possible.

Guidelines
1. Format
   1.1 The following are all acceptable file formats for submission:
   - **Powerpoint** (.ppt or .pptx) Single slides are preferred, but multiples can be accommodated in certain circumstances, but no more than 3 at most in a single set (depending on complexity of slide). If you wish your slides to be displayed separately, then submit as separate .ppt files. Files with multiple slides will have them displayed sequentially.
   - **Images** (.jpg, .gif, .png, .tiff)
   - **Video** (WMV, MPEG1, MPEG2, DIVX, MPEG4, MOV videos as well as streaming and HD videos)
   - **Adobe Flash**
   - **Adobe Portable Document Format** (.pdf) However, we tend to not recommend this format.
   - **Static web pages**. While we have the ability to grab webpages, they are rarely in a suitable layout. If the content you wish to submit is normally kept in a webpage, we recommend that you copy and reformat it into something else.
1.2 Of the above formats, it is primarily recommended to submit as either a **Powerpoint** or a **static image** of sufficient resolution [see section 3], (as a jpg, png or tiff).

- Videos and flash should keep animations to a minimum, if at all. Please note that no sound is played back.

1.3 All other formats cannot be directly imported into our system. Examples of inappropriate formats include:

- Microsoft Word documents
- Microsoft Visio or Publisher files
- Adobe Photoshop or Illustrator files

2. **Layout**

2.1 Orientation needs to be landscape (wider than tall), not portrait (taller than wide). Submissions of the incorrect orientation cannot be accepted.

2.2 In Powerpoint 2007, page orientation can be set up from the Design then Page Setup menus:

3. **Size**

3.1 Static graphic submissions should be at 1366x768 - the native resolution of our screens.

  - This is a 16:9 aspect ratio, also known as ‘widescreen’.
  - Higher resolution submissions, such as 1920x1080 will need to be sized down.

3.2 The resolution of 1024x768 is also acceptable, but is not recommended.

  - This is a normal 4:3 aspect ratio

3.3 Lower resolution submissions are not able to be accepted due to issues with legibility.
3.4 Powerpoint’s default sizes are acceptable.

4. **Text**

4.1 Use a large font size to ensure readability. In most cases, the larger, the better.

<table>
<thead>
<tr>
<th></th>
<th><strong>Recommended size</strong></th>
<th><strong>Minimum size</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Main Headings</td>
<td>54pt</td>
<td>36pt</td>
</tr>
<tr>
<td>Subheadings</td>
<td>40pt</td>
<td>28pt</td>
</tr>
<tr>
<td>Text</td>
<td>32pt</td>
<td>24pt</td>
</tr>
</tbody>
</table>

**Main headings**

**Subheadings**

**Body text**

4.2 Use a sans-serif font (‘Trebuchet MS’, Geneva, Helvetica, Arial)

- General headings: Barmeno (Barmeno)
- General body/captions: Shannon (Shannon)
- Headings on marketing material: Discoverers (Discoverers and Discoverers2)
- Alternate body or subheadings: Praxis Expert (Praxis Light and Praxis Regular)

4.3 If you do not have access to corporate fonts (see DCO for access), use Verdana, with **bold** for headings.

- Calibri (Calibri) and Trebuchet (Trebuchet) are recommended softer alternatives to Verdana.

4.4 Treat the above categorisations of fonts as recommendations, not as requirements or strict limitations.

4.5 If you wish to use non-standard fonts, and they have been approved for use, please ensure you:

- Mention their inclusion when submitting the slide
- Include a copy of the font(s) you wish to be used. If you do not, PowerPoint defaults to Arial, which can affect spacing and layout.

4.6 Avoid using *italics*, underline or using **ALL UPPERCASE**. Use **bold** or increase font size for emphasis instead.
4.7 Body text should be left aligned and not justified.
- However, style and legibility relating to graphics takes precedence.
This point (4.7) is a soft recommendation.

4.8 Avoid text overlapping graphics or busy backgrounds.
- Spacing of text and lines is important. If backgrounds become too busy, we recommend increasing the contrast ratio between the text and background (usually by reducing the image’s contrast and altering its brightness).

Compare:

4.9 Avoid large blocks of text. Keep in mind that each slide will be displayed for only a few seconds, giving enough time to read a few lines of text before the next slide is displayed. Keep the concepts simple.

4.10 Avoid tables. Charts and graphs can be okay, but keep them simple. If the text on the axis is too small to read, it can negate their usefulness.

4.11 Do not have any URLs formatted as hyperlinks.
- Turn off/undo any automatic process which converts text into a link.
  When that happens, it can break font and colour guidelines.

4.12 Phone numbers need to be broken up into easily read blocks. Use either a space or a hyphen, and split as follows:
- For normal land lines: (08) 9360 1234 or (08) 9360-1234
- For mobile phones: 0401 234 567 or 0401-234-567

5. Colours

5.1 Use colours with a strong contrast for background and font. Use a contrast checker to test if unsure:
http://www.snook.ca/technical/colour_contrast/colour.html
- This is not just a matter of pure contrast, but also of colour layering.
  For a better reference on this:
  http://www.sapdesignguild.org/resources/diagram_guidelines/textcolor_bk.html
5.2 Be aware of red-green colour blindness. Do not use red or green for text or backgrounds. Graphics should not be dependent on red/green identifiers.

5.3 If working with poor contrast colours, aid in the separation of text and the background using outlines or drop shadows, but keep the effects as subtle as possible.

6. **Margins**
Allow 10% margin per side for text and a minimum of 5% margin for informational graphics.

Background imagery should cover the entire slide, from edge to edge.

- for 1024x768:
  - top/bottom: 77px
  - left/right: 102px
- for 1366x768:
  - top/bottom: 77px
  - left/right: 137px

7. **Murdoch Branding**
7.1 The Murdoch Logo should appear on all screens in accordance with the Murdoch University Brand Style guide.

7.2 Content should, where possible, identify the School or Office which created the content.

7.3 Content should conform with the appropriate style guides (see References below)

7.4 Submitters need to be aware of depreciated branding (such as “Discoverers Welcome”), and know that material containing old styles and branding (graphics, slogans or colour schemes) cannot be accepted.

7.5 Development and Communications Office (DCO) have a variety of templates which are free for use for Murdoch University purposes.

8. **Date stamps**
8.1 All submissions must include a start date.
   - Submissions should be made at least one week in advance to ensure proper review and a chance to be included in the following week’s rotation of images.
   - Submissions without a start date, or with ‘ASAP’ shall be treated as ‘next week’s cycle’.
   - Be aware that there can be up to a 6 working day delay after acceptance until submissions are made live. The average turn-around time is 3-5 days.

8.2 All submissions must also include an end date.
• If you would like an item to be considered for permanent inclusion, please make this clear, otherwise it will only be displayed for one week or your requested end date.
• Items may be displayed for up to a week after their requested end date, depending on when the requested date falls in our production cycle.

9. Submitting
9.1 Email is the preferred method of receiving slides.
   • Emails should be sent to promoscreens@murdoch.edu.au
9.2 If a submission is too large to send by email (for example, over 10MB), then physically submitting is acceptable. For example, on a burnt CD, flash drive or similar.
   • Always contact promoscreens@murdoch.edu.au first to arrange a time to bring materials in.
   • We recommend including a screenshot or low-res sample, to allow the Library to review the material before submission.

Examples
The following are examples of slides that conform to the design guidelines.
Approval of content
All new content will be considered for approval by a staff member of the Library. The Library will work with submitters to ensure that the products submitted are of the best possible quality for display.

References
1. Murdoch University Library style guide: \groupdata.ad.murdoch.edu.au\files\DoAcAff\Common\Style Guide\Murdoch University Library Style Guide.doc
5. Text colour and legibility: http://www.sapdesignguild.org/resources/diagram_guidelines/textcolor_bk.html

Version Tracking
Release.14.4.07 – Updated locations - MF
Release.13.2.22 – Final edit - MF