**UCSF Mission Hall 6th Floor Digital Signage  
 Content Guidelines & Best Practices**

1. Digital signage content layout:
   * Top section: Rotating department ads, viewing time is every 7 seconds.
   * Middle section: Conference room schedules (proposed)
   * Bottom section: Floor map
2. Department content must be related to department events and due date (fellowships, etc.) or UCSF campus-wide events.
3. Digital content must be submitted 3 business days prior to positing date.
4. Digital content will be posted for 7 days or when event/due date expires. A maximum of 10 ads will be displayed.
5. Submit formatted content to Mike Levi via email – [mikeal.levi@ucsf.edu](mailto:mikeal.levi@ucsf.edu)

**When developing “ads,” please review and use the following guidelines:**

1. Content file specifications: JPG, PNG or PDF file (4.5 x 3 aspect ratio/1200 x 800, at 96 dpi).
2. Remember to start every project – digital or print – with a [creative brief](https://ucsf.box.com/s/2pevmuj4opcjdo3h8mztkc0kyjpmooob)
3. Always use [digital colors](https://identity.ucsf.edu/print-digital/digital-colors) and follow guidelines for significant text contrast. This ensures compliance with accessibility standards.
4. Use larger, more impactful [photography](https://identity.ucsf.edu/photography-and-video/photography-standards) and less copy.
5. Try simpler applications of the [visual framework](https://identity.ucsf.edu/brand-guide/visual-framework).
6. [Font](https://identity.ucsf.edu/brand-guide/fonts) files provided by University Relations are for desktop use only. If you need fonts for your website, we recommend licensing the [Helvetica Neue](http://www.myfonts.com/fonts/linotype/neue-helvetica/) and [Granjon](http://www.myfonts.com/fonts/linotype/granjon/) brand fonts directly from [myfonts.com](http://www.myfonts.com/).
7. [Templates for digital signage](https://ucsf.box.com/s/dewcvn87u3akla64y0j3oe5xo5erfy19) are available for several of our [poster templates](https://ucsf.box.com/s/2ygvutgyvujj1ayrvj4gvp3pmcb4a4au). These templates are programmed using digital colors and can be placed on UCSF digital signage boards.
8. As with print materials, you can send your digital art to [identity@ucsf.edu](mailto:identity@ucsf.edu) for feedback.
9. If you wish to post content outside of Mission Hall, email a JPG, PNG or PDF file (4.5 x 3 aspect ratio/1200 x 800, at 96 dpi), the sign locations of interest, and posting dates, to [digital.signage@ucsf.edu](mailto:digital.signage@ucsf.edu) two weeks prior to your posting date.
10. For a comprehensive overview, visit the UCSF Digital Guidelines website: <https://identity.ucsf.edu/print-digital/digital-guidelines>