The University
of Manchester

MANCHESTER
1824

**Digital Signage Network
Design guide for digital posters**

Introduction

Staff at the University may submit content for display in the form of digital posters for the University Announcements layout of the University's Digital Signage Network.

You should submit your content in the form of .PNG slides. This booklet is designed to provide guidance on the layout(s) to be used to ensure that your slides display correctly. You may also find it useful to consult it when designing for digital signage systems outside the Digital Signage Network.

Size

- Your slide should be set up to cover the entire area of the University Announcements layout, i.e. 1360 x 768 pixels. The display will be scaled down automatically on screens of lower resolution.
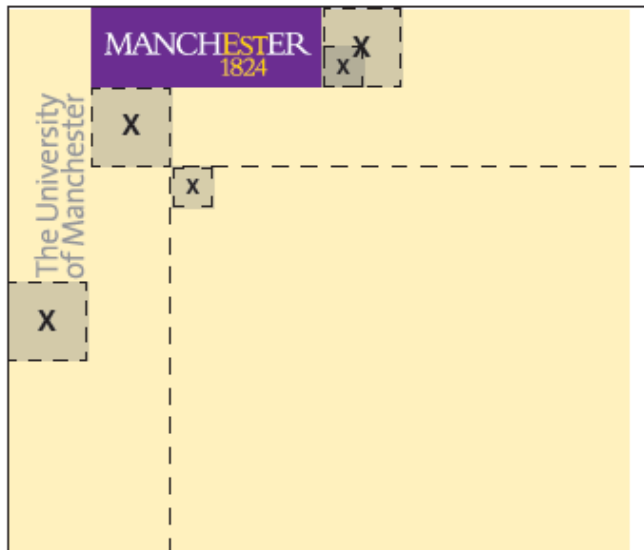

Exclusion area

- You should not insert any text or artwork in the exclusion area, apart from the University logo. The time and date appear automatically in the layout.

Logo

- The University logotype should be positioned in the top left-hand corner of the poster. A clear space of X should be left around the logotype, where X is the height of the *Manchester 1824* tab device.

Time/Date and Location

- The time and date are positioned in the top right-hand corner of all screen layouts, in the exclusion area, lined up with the University logo.

News ticker

- You should also make allowance for the news ticker which runs immediately above the exclusion area at the bottom of the layout. **[REMOVE]**

University colour palette

- Choosing one colour over another rarely has any impact on the success of your content.
- Pick colours from the University's official palette:

- Unless an image is used, all backgrounds and zones must contain solids or tints of the following RGB colours:

Mauve	R196	G0	B174
Turquoise	R0	G162	B174
Red	R210	G35	B50
Green	R52	G190	B82
Blue	R83	G104	B224
Purple	R109	G0	B174
Grey	R149	G149	B151
Yellow	R255	G204	B51

Typeface

- Where possible, all text should be set in the University corporate font – **The Sans** – for which a limited number of licences are available from Jane Naylor, Design Team Manager, at jane.naylor@manchester.ac.uk.
- If you cannot obtain a licence for The Sans, you should use **Verdana** as an alternative.
- Use large font sizes so that viewers can read your message at-a-glance.
- Avoid writing in all caps.
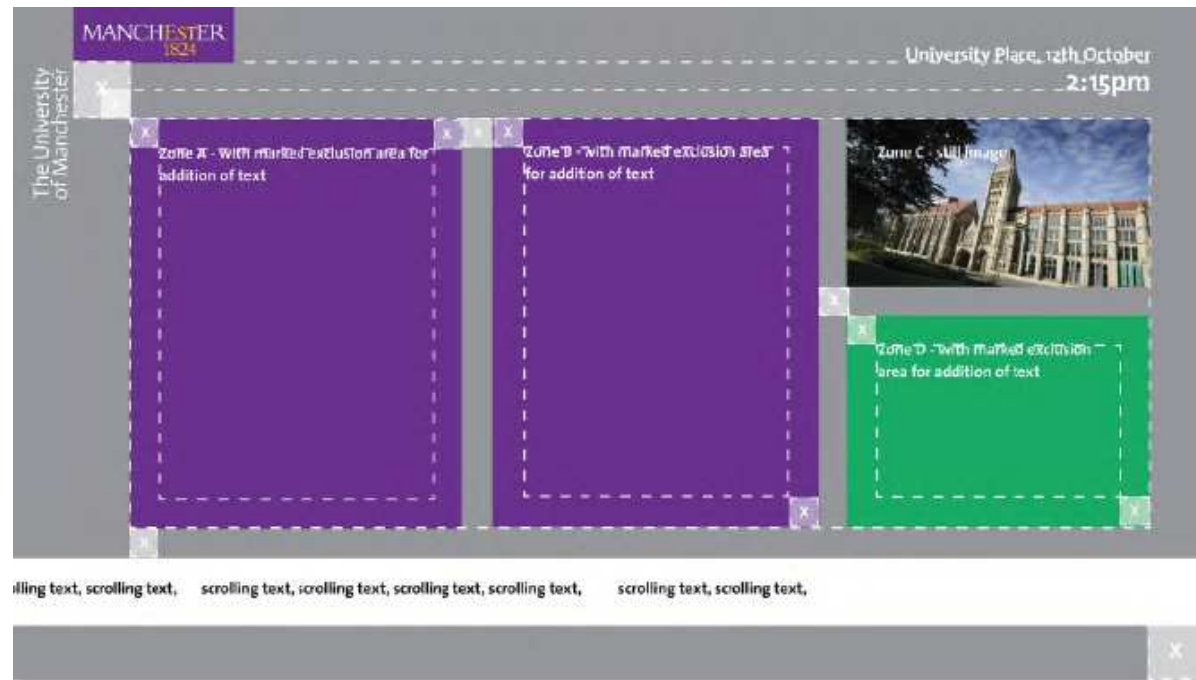- Don't go overboard with coloured text.

Design area

- You should position your text and artwork, apart from the logotype, within the area bounded by the exclusion area, which is shown in yellow below.
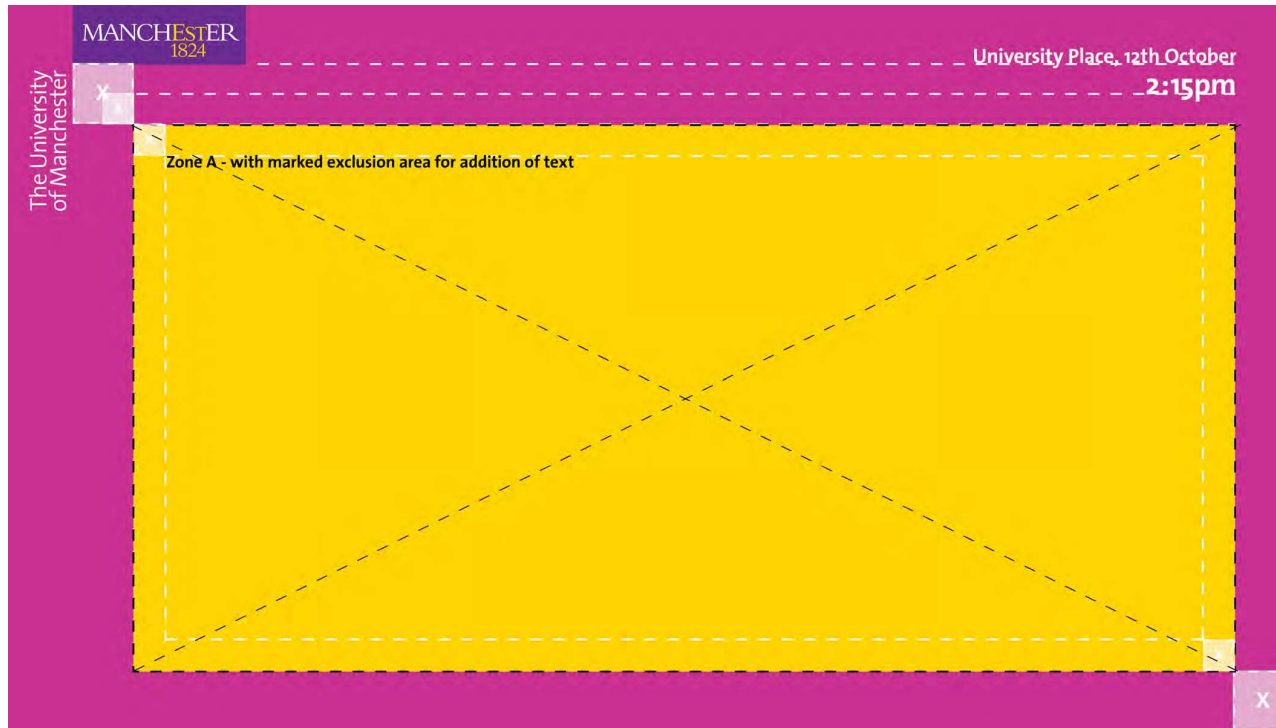
- Some suggested layouts are provided below, but if you are an experienced designer, you are free to create your own.
- If you are an Adobe InDesign or Microsoft Powerpoint user, you can download templates from:
http://www.staffnet,manchester.ac.uk/services/internalcommunications/digitalsignage/templates
- If you are using another software package, you can base your slide design on the following layouts:

Double column text and single column image

Single column text and double column image

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The University of Manchester

University Place, 12th October
2:15pm

Zone A - This zone has no background colour. Text can be positioned in the top left hand corner.

Zone B - moving images

...lling text, scrolling text,   scrolling text, scrolling text, scrolling text, scrolling text,   scrolling text, scrolling text,