Quick Guide to Design for Digital Signs on Campus

I: BASIC LAYOUT

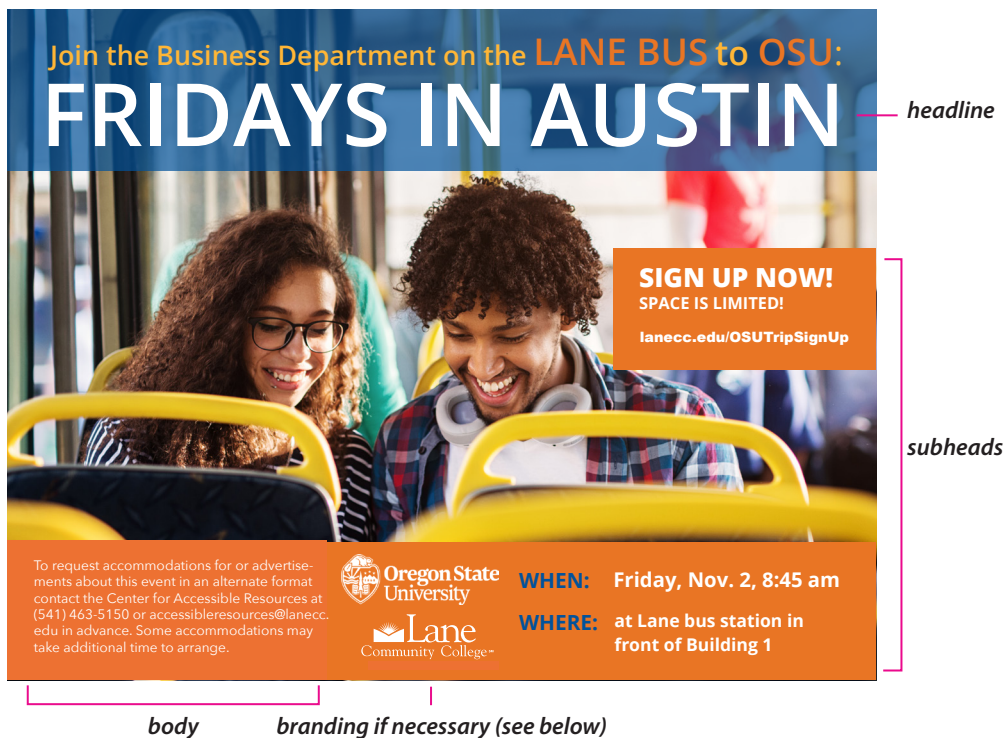**A. Size: Letter (8.5 X 11)**, **landscape or portrait.**

B. Design: Have a strong visual hierarchy. Arrange your primary points in at least three tiers:

> **Headline:** large type to capture someone's attention: 16+ point
> **Subhead:** supportive information like date, time and place: 14-24 point
> **Body:** the details: 12-14 point

C: Fonts and size: stick to clear and readable type at a size that is easy to read from some distance. Ornate or decorative fonts might be difficult to read.

Join the Business Department on the LANE BUS to OSU:

FRIDAYS IN AUSTIN — *headline*

SIGN UP NOW!
SPACE IS LIMITED!
lanecc.edu/OSUTripSignUp

subheads

To request accommodations for or advertisements about this event in an alternate format contact the Center for Accessible Resources at (541) 463-5150 or accessibleresources@lanecc.edu in advance. Some accommodations may take additional time to arrange.

Oregon State University

Lane Community College

WHEN: Friday, Nov. 2, 8:45 am
WHERE: at Lane bus station in front of Building 1

body   *branding if necessary (see below)*

D: Images: Choose an image that best represents your message. Consider inclusiveness in your image choice. Make sure that you use images that have been properly acquired with appropriate rights or permissions. Collect photo release signatures for any persons photographed for your project. For more information on appropriate image use, contact the Design and Media Center at **dmc@lanecc.edu**.

II: ACCESSIBILITY, BRANDING & FINISHING.

A. Accessibility: Keep good visual contrast. Do not place white type on a gold background or vice versa. Have any information follow logical sequences. Avoid ornate or busy fonts. Keep the fonts as large as they can be within their hierarchy. For information as to which **accessibility statement** to use for your publication, go to **Lanecc.edu/accessibilitystatements.**

B. Branding: For on-campus viewing, branding is not necessary (but appreciated). If the advertisement is for something school-related and is to also be published, digitally or otherwise, off-campus, please consult with the **Marketing Dept** or the **Design and Media Center** for help with your design:

Andy McNamara at **mcnamaraa@lanecc.edu** (Marketing) or
Tom Madison at **madisont@lanecc.edu** (Design & Media Center)

C. Create and send file: Save as a **PNG or PDF.** Send to **DigitalSignRequest@lanecc.edu**