



## Digital Signage Best Practices

These guidelines and standards apply to:

UAB Medicine, UAB Health System, UA Health Services Foundation, UAB Hospital, The Kirklin Clinic of UAB Hospital, UAB Hospital-Highlands, all UAB Medicine ambulatory clinics, and Callahan Eye Hospital and Clinics

# Digital Signage Best Practices

Digital signage can be an effective and useful tool in communicating to your audience. For it to be effective, there are best practices and guidelines that should be followed to be sure your message is conveyed properly. This guide includes the most important points to be aware of.

## Important Facts

- Most digital signs are viewed from 10-15 feet away.
- On average, out of ten people, 8 will read the headline and only 2 of those will read anything else.
- The message should be able to be understood within 5 seconds. Think of a slide as a billboard on the highway. Most people are walking past, not standing still.

## Brand Standards

Templates that adhere to brand guidelines are provided. If creating something custom, use these brand guidelines and design recommendations:

**SIZE:** Slides should be 1920 x 1080 pixels (16:9 aspect ratio) at a 300 resolution

**FONT:** Proxima Nova (UAB brand font). Never use more than 2 different fonts on a slide.

- Use bold type styles to differentiate between types of content when necessary
- Avoid italics – they are hard to read from a distance so avoid
- Avoid placing text on top of images

**FONT SIZE:** 40pt headline; at least 24pt body

**COLORS:** only UAB brand colors unless given permission to use an expanded palette (pg 10 of our Brand Guidelines)

- Dark backgrounds should utilize light foreground colors.
- Light backgrounds should utilize dark foreground colors.

### LOGOS:

Many of the templates already include the UAB Medicine logo so there may be no need to add it to your slide. If you need to include it, follow these guidelines:



**SPACING:** The logo should be surrounded on all sides by clear space, no less than one-half the height of the UAB monogram. Do not print graphics, rules, typography, or other elements in this area.



**MINIMUM SIZING:** The standard logo should not be reduced below 90 pixels wide in digital form. The standard logo + tagline should not be reduced below

120 pixels wide in digital form. The stacked logo should not be reduced below 35 pixels wide in digital form.

## Design

The design of your slide can make or break its effectiveness.

**WHITE SPACE:** Crowded material will make slides difficult to read and therefore ineffective. Provide generous space/margins for text, images, and other content.

### PHOTOS

- DO NOT use copyrighted images or content without permission or license.
- Photos of employees or patients require signed consent forms to be on-file with Marketing ahead of publishing.
- Do not use clip art.

### VIDEOS

- **CAPTIONING:** All videos must include closed captioning.

### COLOR CHOICE

- Don't use more than three colors on a slide.
- Make one color the dominant color and use another color to accent specific items on the slide.

## Message

Digital slides are generally displayed for 10 to 12 seconds at a time. Therefore, the messages on these slides should be designed to be read and absorbed with this timeframe in mind.

**HEADLINE:** Headlines are the first chance – and most often, the only chance - to capture attention and engage the viewer. Only 2 of 10 people read anything other than the headline.

### BODY:

- Limit the number of words used, with a maximum of 30 words. The fewer, the better.

**HEADLINES: 40pt**

24pt: 27-30 words fit quite nicely in this space. So nicely, that your message will be clear and memorable. People will thank you for making your text big enough to read.

- Do not use long block paragraphs; no one will have enough time to read them. Use bullet points instead of sentences.
- Use “plain language”; avoid jargon and long words. The average reading level of Alabamians is approximately 5<sup>th</sup> grade.
- Be careful to avoid misspelled words and common errors (your, you’re; there, their, they’re; Kirkland Clinic; UAB Health Systems)
- Only use acronyms and abbreviations if they are universally understood. Don’t use TKC in place of The Kirklin Clinic, for example.

**LINKS:** Your digital signage displays are not “touchable” so using hyperlinks of words is useless. Long web addresses cannot be remembered easily nor acted upon by viewers. Only use short, friendly URLs or QR codes (when and where allowed).