

TV Screen Content and Visual Guidelines

Haskayne continuously aims to present a consistent public identity by communicating with all of our audiences – both internal and external – in a deliberate way. Communicating a wide range of messages across many mediums, including digital, is a challenging task that requires standards and guidelines in order to maintain brand consistency and integrity across all platforms.

Below are Haskayne design and content guidelines which have been established to assist creators in developing effective digital communications.

The purpose of the Nu West Commons TV screens is to promote **student-focused content and announcements** to Haskayne undergraduate and graduate students. Internal Haskayne student-focused groups are welcome to submit a TV screen for consideration however, the content must be relevant to the majority of Haskayne students.

Below are guidelines that **must be adhered to** when creating a TV screen. Once submitted, your screen will be reviewed and if changes are required you will be notified.

Please note: The display area is currently limited to the two screens near the stairwell in the Nu West Commons. This submission does not include elevator screens or digital kiosk, which are used for Haskayne School of Business content only.

Visual Guidelines for TV Screens:

- 1) **Slides must be created and submitted in PowerPoint format.**
 - a. **Student groups – please use the provided PPT template**
 - b. **Haskayne programs and centres – please use your department/centre PPT template**
- 2) University of Calgary approved font: Calibri
- 3) Size of font:
 - Title: Size 50
 - Text: Size 30
- 4) Font colors: Black or white
- 5) Background slide colors:
 - White or Black
 - Red (RGB 214, 0, 28)
 - Dark Grey (RGB 140, 133, 123)
 - Green (RGB 181, 189, 0)
 - Light Orange (RGB 255, 163, 0)
 - Dark Orange (RGB 255, 103, 31)
 - Berry (RGB 166, 25, 46)
 - Brown (RGB 107, 53, 41)
 - Light Grey (RGB 196, 191, 182)
- 6) Photos: Maximum two photos per slide
- 7) Logos
 - Students may use their own club logo and/or Haskayne Student Club logo
 - o Haskayne student club logo and guidelines can be found on the [website](#), on D2L or contact courtney.angyal@haskayne.ucalgary.ca
 - o **The official Haskayne School of Business/University of Calgary logos should not be used on student club materials and may only be used on official School materials** (i.e. official Haskayne programs and centres)
 - Logo(s) should be placed in the bottom right corner of the slide
- 8) Static images only – no videos or photo animation



- 9) Keep your content short and succinct (screens will rotate every 6-10 seconds)
- 10) Avoid long URLs and personal email addresses – use generic websites/email addresses when possible
- 11) Direct students to websites or social media channels for more information – A CALL TO ACTION IS REQUIRED
- 12) Maximum of **one slide** may be submitted per event/announcement

*Requests must be submitted a minimum of **five business days** prior to the initial requested display date. The **maximum air time** for any screen is two weeks.*

All TV screen submissions are subject to review. If any content is deemed unsuitable or inappropriate, it will not be posted

Slide Examples



