

# Guidelines for Info Board Graphics

## GENERAL SPECS

The Drexel University Info Board system can use several basic file formats, including:

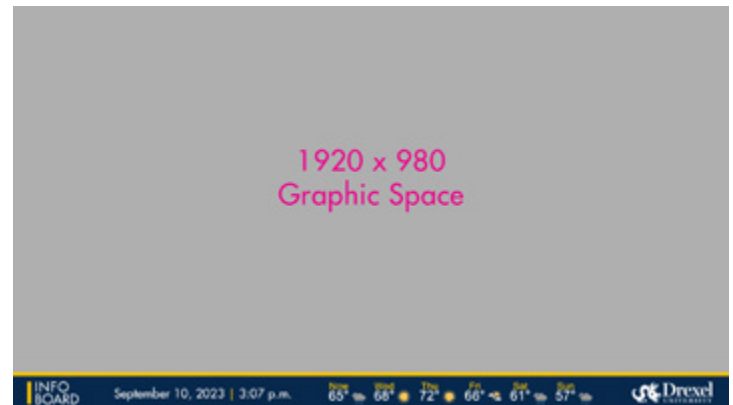
- .png
- .pdf
- YouTube
- .jpg
- .pptx
- Vimeo

All images or flat graphics should be:

- 72dpi
- 1920 pixels wide x 980 pixels high

Videos that are not 1920 x 980 pixels will still play and fill out the space as much as possible. Captions will be necessary as sound is unavailable.

Note: The Info Board has an immovable blue ticker at the bottom of the screen that provides information and brand continuity.

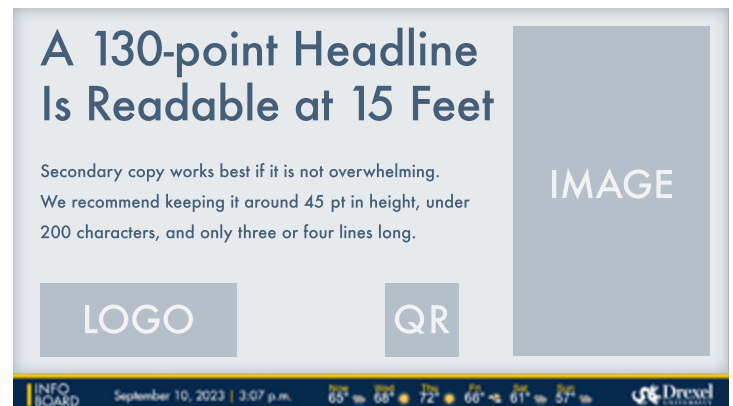


## CREATIVE TIPS

### Hierarchy Is Everything

Like a billboard on a busy highway, the best solution to grab someone's attention is a strong, clear visual hierarchy with simple messaging. Viewing distances will vary, so:

- the headline should be large and clearly state the topic
- secondary copy should be less than 200 characters
- keep imagery in brand and topic appropriate
- a short URL with a QR code is recommended to connect viewers with your website for more information



### Keep It in Brand

Simple visual cues like colors and fonts can help your graphics connect with the Drexel community. Our identity guidelines include references to editorial style and voice, a list of all our digital hues, instructions on using academic and administrative identity logotypes, instructions on handling our revered Dragon icon, and more. Links to Drexel identity guidelines and other info can be found here: <https://drexel.edu/umac/branding>. All Info Boards must be approved by the Division of University Marketing & Communications prior to publishing. See <https://drexel.edu/umac/focus-areas/marketing/advertise/drexel-info-board> for more information.

