

# Digital Signage

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Effective July 3, 2025, and superseded the May 13, 2024 release and subsequent revisions.

## Statement of Purpose

The LSU Health New Orleans (LSUHSC-NO) Digital Signage System delivers visual content targeted to specific audiences in specific locations throughout the campus for emergency, educational, public service, research, and administrative purposes.

For this policy, a digital sign is a flat panel monitor used to replace and enhance traditional signs. Digital signs can be updated quickly and may contain text, images, and video.

Each LSUHSC-NO digital sign consists of common areas that display on all digital signs for LSUHSC-NO-wide communications, emergency notifications, and video content.

In the event of a declared emergency, all content will be replaced immediately with news and appropriate action advisories.

## Scope

This policy applies to all LSUHSC-NO schools and divisions, and their students, staff, and faculty.

## Policy Statement

The LSUHSC-NO Digital Signage System is the only authorized digital signage system. Because the Digital Signage System is an integral part of the LSUHSC-NO emergency notification strategy, all schools or divisions shall coordinate digital signage planning and implementation with both the Property and Facilities, Office of Communications and Marketing, and the Department of Information Technology Digital Signage teams to ensure compatibility.

All schools and divisions may participate in the LSUHSC-NO Digital Signage System, subject to the guidelines of this policy. Use of the LSUHSC-NO Digital Signage System is a revocable privilege granted to those with an official affiliation with LSUHSC-NO. Authorization to submit content to be displayed on the digital signs shall be based on an LSUHSC-NO related need and must be in a manner consistent with disseminating content to be used for accomplishing the education, research, and public service through direct patient care and community outreach objectives and programs of LSUHSC-NO.

Digital Signage shall not be used for personal or political purposes or for solicitations for any individual or organization unaffiliated with LSUHSC-NO. Moreover, content infringing on the safety, health, and welfare of the LSUHSC-NO community, or the order of campus operations, or deemed inappropriate by LSUHSC-NO shall not be approved.

## Procedure

The layout and format of each digital sign shall be a joint effort between the school or the division where the digital sign is located, the Department of Information Technology Digital Signage team, and the Office of Communications and Marketing. For Digital Signage placed in areas serving one or more schools and/or divisions, the IT Digital Signage team and the Office of Communications and Marketing will attempt to involve stakeholder schools and/or divisions to the maximum practical extent.

Each school or division is responsible for the creation and approval of their digital signage content. Schools and divisions place content on the Digital Signage System by submitting requests through an online submission form at <https://intranet.lsuhs.edu/alerts/digitalsignage/request.aspx>. Content shall adhere to the guidelines listed below. Upon submission, the dean of the school or vice chancellor of the division, or their designated senior staff member, must approve all content requests scheduled for viewing. Review and approval may be requested from the Office of Communications and Marketing in cases where policy and guidelines are in question. Once final approval is received, content will be displayed in the appropriate designated area on the digital signs.

Each division and school shall establish a review procedure to ensure content is accurate and error free. All signage shall have an expiration date reasonable and appropriate for the content.

Submitted approved content in the standard templates will be handled by the IT Digital Signage team and the Office of Communications and Marketing within two (2) working days.

## Signage Types



1. Event Signage:
  - a. Signage pertaining to an upcoming event or presentation are considered “event signage”. Event signage shall use a “Portrait Format 960x1003” template and may be posted for up to two weeks leading to event dates.
2. Recurring Signage:
  - a. Signage which promotes LSUHSC-NO objectives and may require extended exposure are considered recurring. Examples include but are not limited to long-term events, campus projects such as facility renovations, organizational services such as academic (IPE), research (clinical studies), or administrative (CAP, Library, IT, ...), or informational (discounts). Recurring signage shall use a “Landscape (16:9) Format 891x501” template and may be shown for up to three months. If additional time is needed, a refreshed version must be submitted. Each area/school shall display one recurring post at a time.
  - b. If registration is required for your event prior to the standard 2-week window for event signage, please submit registration sign using the Recurring Signage sizes and guidelines.
  - c. Promotion of some job positions, typically those hard to fill, may appear in the recurring section. Such signage shall be submitted by HRM. Multiple positions may be displayed provided they fit within one

or two signage posts so as not to crowd out other recurring signs.

3. Congratulatory Signage:
  - a. Signage related to prestigious honors and awards for internal faculty, staff, and students are considered congratulatory. Congratulatory signage shall use a "Landscape (16:9) Format 891x501" template and may be shown for up to three weeks. Each area/school may display up to three congratulatory posts at a time. Congratulatory signs must be approved by the respective Dean prior to submission.
4. Vital Information Signage:
  - a. Vital information signs will never expire and are required to be posted across campus
  - b. Examples of Vital Information: Emergency Alerts, uTip, Compliance Reporting
  - c. Two versions of the content should be submitted with different looks to keep attention on the message
  - d. To submit content for vital information, submit a Solutions Ticket request, rather than through the digital signage portal.

## Content and Branding Standards Guidelines

The following are guidelines to assist content creators with developing professional, consistent content:

1. To ensure unified consistency and formatting, sizing specs are available at: <https://911.lsuhschool.edu/eas/templates.aspx> See "Signage Types" guideline for more information on appropriate sizing specs to use.
2. The signage system displays each individual posting for a period of 20 seconds. For effective dissemination of information, it is advised that content be as brief and concise as possible.
3. The signs are intended to promote only events that benefit the institution and promote LSUHSC-NO campus entities.
4. As a public entity, we should not use public resources to promote private or for-profit products, services, or activities.
5. Signage should refrain from selling items or services that do not benefit the institution.
6. *Logos*: If using a logo, please ensure that you are using the correct school, departmental, or institutional logo. Logos can be accessed at <https://www.lsuhschool.edu/library/logos.html>

7. *Titles:* All titles of events or presentation names should be in title case (eg. Signs and Symptoms of Measles in Children and Adults)

8. *Dates*

All dates should be spelled out as follows:

Correct:

- Tuesday, April 3, 2025
- April 3, 2025
- April 3

Please do not abbreviate day of the week (if included) or month. Please use only the date number, do not use suffixes such as 1<sup>st</sup>, 3<sup>rd</sup>, 5<sup>th</sup>.

Incorrect:

- 4/3/25
- Apr. 3, 2025
- April 3<sup>rd</sup>
- Tues, April 3<sup>rd</sup>, 2025

9. *Time:* Write times as the full time, space, lowercase am or pm without periods. If an event starts or ends at 12 pm, please use “noon”.

If both start and end time occur in the same part of the day, please use am or pm once

If start and end times occur in different parts of the day, please use both am and pm

Use a dash (-) between time, do not use “to, til, until, thru)

Correct:

- 9:00 am
- 11:00 am – noon
- Noon – 1:00 pm
- 9:00 am-3:00 pm
- 9:00-10:00 am
- 2:00-3:00 pm

Incorrect

- 9am-10am
- 12:00 pm – 1:00 pm
- 10:00 AM – 12:00 PM
- 8:00am til 9:00am

10. *Locations*

- If on campus, do not use street address
- If not on campus and using a street address, abbreviate words (eg. S, N, A, St)

- Please list only building acronym and room number. Do not include floor unless space does not have a room number.

Building Abbreviations:

Allied Health/Nursing = AHN  
 Center for Advanced Learning & Simulation = CALS  
 Clinical Science Research Building = CSRB  
 Human Development Centr = HDC  
 Lion's Eye Center = LEC  
 Medical Education Building = MEB  
 Resource Center Building = RCB  
 Dental School Administration = DS Admin  
 Dental School Clinic = DS Clinic

Correct:

- MEB307
- HDC130
- CALS 1<sup>st</sup> Floor Lobby

Incorrect:

- MEB 3<sup>rd</sup> Floor, Room 307
- 1900 Perdido Street
- Lion's Eye Center Room 700

11. *Names:* When writing a speaker's name or title, please use post-nominal letters with no periods. Please use this in lieu of Dr. before the individual's name.

Correct:

- John Doe, MD, PhD

Incorrect:

- Dr. John Doe
- John Doe, M.D., Ph.D.

12. *Weblinks and QR Codes:* If your signage has a weblink, please create a QR code for your intended link and use this instead. Instructions are listed here: <https://solutions.lsuhsu.edu/TDCClient/32/Portal/KB/ArticleDet?ID=150>

If you have a registration form, most registration sites offer an option to create a QR code, such as LSUHSC preferred site Microsoft Forms

13. *Referencing LSU Health New Orleans:* If you need to reference our institution, correct ways are:

- LSUHSC-NO
- LSUHSC
- LSU Health New Orleans

14. *Text:* Text should be clearly displayed and easy to read with sufficient size, contrast, and separation from other text, images and backgrounds.
15. *Fonts:* Preferred branding font is Poppins, but not necessary
16. *Background:* Red should not be used as the primary background color for signage, to avoid confusion with emergency alerts. However, the use of red in other elements within signage, such as text or graphics, is acceptable.
17. *Photographs:* Photographs and images should be professional, clear and maintain proper aspect ratio.
18. Please verify accuracy of data including event date, time, location, and QR codes.

## Digital Signage Examples

### Correct Digital Signage example

Department of Communications and Marketing  
Presents:

John Doe, MD, PhD  
Professor of Medicine  
LSU Health New Orleans

Signs and Symptoms of Measles in  
Children and Adults


Tuesday, April 1, 2025  
11:00 am - noon  
CSRB 563

For more information  
and Registration

**LSU Health**  
NEW ORLEANS

### Incorrect Digital Signage example

Department of Communications and Marketing  
Presents:




Dr. John Doe, M.D.  
Professor of Medicine  
LSU Health

Signs and symptoms of measles in  
children and adults

Tues., Apr. 1st, 2025  
11:00AM to 12:00PM  
Clinical Sciences Research Building  
Room 563, 5<sup>th</sup> Floor

For more information and  
Registration visit  
<https://lsuhsc.edu/schoolofmedicine>



## Emergency Declarations

Upon emergency declaration by the Chancellor or his/her designee, all normally scheduled content will be suspended and replaced by an emergency notice appropriate for the situation. Emergency notices shall take precedence over normal non-emergency content.

## Support

During the course of developing a renovation plan, Property and Facilities shall include proposed digital signs when presenting the renovation project to the Facilities Project Review Committee. As a part of the renovation project Facilities will be responsible for ordering and installing the institutional standard for Digital Signage hardware. After the completion of the project Facilities will be responsible for repairs needed for the installed Digital Signage hardware. Any school or division desiring to implement a digital sign should submit a work request to Property and Facilities.

The IT Digital Signage team shall be responsible for specifying, supporting, and maintaining the Digital Signage System software, servers, and clients. They shall determine the equipment needs suitable for the venue. Any school or division having questions about or experiencing problems with an existing digital sign should contact the IT Help Desk.

Telephone: (504) 568-HELP (4357); Email: [Helpdesk@lsuhsc.edu](mailto:Helpdesk@lsuhsc.edu)

## Content Feedback Process

Any person viewing content that they feel is inaccurate, contains an error, is unreasonable or inappropriate, should submit feedback in writing to the Office of Communications and Marketing. The communications team will review the feedback

and initiate a process to address the feedback. As part of the process, the communications team will involve members of the institution as needed to appropriately address the feedback. Email: [Mediarelations@lsuhsc.edu](mailto:Mediarelations@lsuhsc.edu)

## **Positions and Responsibilities for Digital Signage**

### *Office of Communications and Marketing*

1. Review all digital signage content requests to ensure that requests adhere to brand standards
2. Provide feedback to content creators to edit content to be in accordance with brand standards
3. Design screen layouts.
4. Provide final review and approval of all content for display.
5. Handle feedback as needed to appropriately address the item raised.

### *Information Technology (IT) Digital Signage Team*

1. Web Group
  - a. Manage and support the web server where signage content is stored.
  - b. Configure and maintain the hosted signage application software.
  - c. Provide templates for content to be displayed on digital signs.
  - d. Implement screen layout
  - e. Receive and display approved content.
  - f. Coordinate approval for all enterprise-wide alerts and emergency content.
  - g. Coordinate cable television programming on the digital signs.
  - h. Create online documentation.
  - i. Once known, notify the Office of Communications and Marketing of new signs to be added to the system.
2. Admin IT Support Group
  - a. Support, maintain, and update the Digital Signage content players and device controllers.
  - b. Triage all Digital Signage hardware problems to assign the problem to the appropriate group for resolution.
3. Help Desk
  - a. Accept calls and create Help Desk tickets. Any questionable Digital Signage issue will be assigned to VCAF Support for triage.
  - b. Accept calls for requests for training and assign to the Web Group.
4. Audio Visual Group
  - a. Assessment, configuration, and installation oversight of signage monitors, mount, and video devices.
  - b. Support for signage monitors and other video devices as needed.

### *Property and Facilities Digital Signage Team*

1. Facilities Construction Group

- a. Needs assessment in conjunction with the Facilities Project Review Committee
- b. System purchase
- c. System installation
- d. Cox cable television

*Schools/Divisions/Departments*

1. Each participating school or division shall designate a Content Creator(s) to create and manage information to be displayed on digital signs.
2. The dean of a school or the vice chancellor of the division or designee shall serve as a Content Approver(s) for content submitted for display on digital signs.
  - a. It is recommended to have more than one designee for coverage purposes.