FIN (Find Information Now)
Digital Signage Guidelines
Communications and Marketing Department

Whatcom
COMMUNITY COLLEGE

Whatcom Community College's digital signage system, called FIN (Find Information Now) is part of a comprehensive campus communication plan to provide consistent messaging when promoting events, announcements and important resources to the campus community. The system includes TV screens in Laidlaw, Baker, HPEC, Pavilion, and Foundation and computer screensavers across campus. It will continue to evolve as new buildings and resources come online.

Please note: The digital signage system does not include the four TV screens in the Syre hallway, which are managed by Student Life. Please contact studentlife@whatcom.edu for Syre posting guidelines.

Below are some important guidelines and helpful tips for posting to the new digital signage system:

- Send your files to the Communications & Marketing Department through Compass/Service Center/Communications & Marketing Project Request, at least one week before you'd like your message added to the displays.
- If applicable, please indicate the expiration date of your message.
- Files must be landscape (not portrait) orientation (16:9 ratio) and sized to at least 1600 x 900 (or 22.25" x 12.5").
- Accepted file types are JPG, PNG, or PowerPoint. No PDFs. (PowerPoint tip: To achieve at least 1600x900 px, click on Design > Page Setup > Change width and height to 22.25" x 12.5"and save as a PNG file).
- For readability, avoid using font smaller than 36 pt. and no more than 5-6 lines of text.
- Keep in mind the screens rotate through multiple images so promote your message clearly and simply.
- Your message will be placed on the appropriate screen(s) based on content.
- If you notice any outage or errors on any of the TV screens, please contact helpdesk@whatcom.edu.

Here are some examples of well-designed slides (not to scale):