



Protocols and Guidelines for Marquee Sign August 2018

Our new Marquee Sign on Third Street shall be visible to thousands of motorists daily. This provides a significant opportunity to communicate with our local community (students and non-students). Of course, not every message that is appropriate/important for current students (e.g. our FAFSA code) needs to be displayed on Third Street. To ensure our marquee sign is utilized appropriately and effectively, the Norco College's Strategic Development team and Executive Cabinet have drafted the following criteria for Third Street marquee postings:

- I. The marquee is to be used for event promotion, community awareness, and non-student messaging. Only Norco College departments and registered student organizations may submit requests to post information on the marquees
- II. Messages must be simple, concise, and crisp. Images are preferred. Motorists should be able to understand each message in less than two seconds. Text messages should remain approximately less than 8 words with only 1-3 elements overall (including imagery).
- III. Our sign resolution and pixels is 75 pixels high by 225 pixels wide (4 feet high by 12 feet wide). Please ensure that the DPI (dots per inch) size for all logos, graphic images, and backgrounds is within a range of 72 - 96 DPI. This will ensure that the image fits perfectly for the sign and the pixels will be grouped up enough to display a crisp, clear image. If an image or logo cannot be resized to the sign size, then it will not look good and may not be displayed. Acceptable file format is .jpg or .jpeg.
- IV. Text, images, and animations shall be developed and refreshed on a weekly basis. All information will be posted only on a space-available basis.
- V. Allowable content
 - a. Key academic calendar dates for non-students
 - i. E.g. first day of class, application deadlines, select messages utilized in Grad Guru
 - b. Events open to the entire Norco College and regional non-student community
 - i. E.g. Harvest Festival, Music performances, Mustang Mondays, Soccer games, Welcome Day, Ribbon cuttings, Dinner with the President, State of the College, project unveilings, etc.
 - c. Messages of general support/congratulations
 - i. E.g. graduation, we support veterans, inspirational quotes
 - d. Time & temperature
 - e. Promotions of key programs of study, clubs, units

- i. E.g. ACE, What's your Schools, community education classes, new academic programs, 5ks, Read to Success Author event, Guest speakers
 - f. Promotion of official Norco College social media accounts
 - g. Promotion of sales/specials at the College Bookstore
 - h. Breaking News of regional significance and/or community safety
 - i. E.g. regional fires, emergency warnings, Amber Alerts, don't drive and text, etc.
 - i. Welcome messages for VIPs and elected officials
 - j. Norco College short facts or "did you know" messages
 - k. Co-sponsored events benefiting Norco College Students
 - i. E.g. JFK Middle High School graduation
- VI. Non-allowable content
 - a. Acronyms a non-student would not understand (including building abbreviations e.g. CSS-217)
 - b. Political advertisements or messages
 - c. Messages with provocative or sexual content
 - d. Long explanations, definitions
 - e. Intermittent college closures
 - f. Corral food specials
 - g. Students-specific events not of interest to the general public
 - i) E.g. SEP workshops,
 - l. External agency, city, or non-profit advertisements
 - h. Commercial/industry advertisements
 - i. Personal messages (e.g. birthday wishes, marriage proposals)
- VII. The President's Office, Vice Presidents, and the Strategic Development communications team has the sole and complete discretion to a) approve or deny any request to post information on a marquee, b) determine the content and scheduling/duration of the information posted, c) determine the maximum number of messages that may be posted on a marquee at any given time.
- VIII. IMC shall continue to coordinate the technical implementation of the marquee messaging (along with the Corral screens and Art Gallery electronic sign).