

# BYU College of Life Sciences

## Policies and Procedures

### Promotional Materials

Official student academic associations, departments, and services of the College of Life Sciences and BYU may advertise using posters placed on standing easels and on the digital signage in the LSB lobbies. The purpose of these communications is to inform students, faculty, and staff of events and announcements relevant to the College of Life Sciences in a professional manner. The following are policies related to all signage.

### Easels and Standing Displays in the Hallways

The following policies apply to posters displayed on easels or other types of standing displays in the Life Sciences Building (LSB). They are hereafter referred to as “easels.”

#### CONTENT

- Easels may advertise College of Life Science-related events.
- Departments may advertise their majors during New Student Orientation and the week of the university Major Fair. Departments may not advertise their majors with permanent easels in the hallways.

#### LOCATION

- Easels may NOT be placed in front of fire extinguishers, fire panels, hallways, or doors.
- Easels may NOT be placed directly across from the elevator and by the bridge on level 4. These places are both pinch points for flow of traffic and they are in the egress for the building.
- Easels must be on the edges of the hallway in one of the 9 approved locations (see maps). They may NOT extend any further into the hallway than the existing planters.
- Display locations are on a first come first served basis and can be scheduled on the [LS scheduler website](#).

#### APPROVAL

- Request for any easel must be submitted through the [LS scheduler website](#). In the “intended use” field, list the purpose of the easel, how it is relevant to the college, and the sponsoring department or club.
- If approved, the poster to be displayed on the easel must be brought to the dean’s suite (5000 LSB) for a time and date stamp prior to being displayed.
- Easels may be checked out from the dean’s suite for use.

#### TIME LIMIT

- Easel displays may be placed up to 2 weeks prior to the event.
- The person who requested the easel must ensure it is removed the day following the event.
- Easels exceeding the time/date stamp will be removed by LSB staff.

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### Digital Signage

#### APPROVAL

- Review the requirements below
- Submit your slide no later than 7 business days before the event date to deansec@byu.edu

#### REQUIREMENTS

- Format: .jpeg. *Please also send the original file* in .psd,.ppt, etc. in case minor changes need to be made
- Size: 1920 x 1080 pixels (horizontal layout)
- Resolution: At least 150 ppi (If using PowerPoint to create your ad, change the dimensions under page setup to 26.67 in. x 15 in. before designing)
- Error free. Double-check spelling, dates, times, and locations.
- Text can easily be read within 5 seconds or less
- Images: Please use high resolution photos and artwork so images do not appear stretched or pixelated
- Use copyrighted materials only with permission
- Display screen templates: PowerPoint, Adobe InDesign, Adobe Illustrator, Canva

#### EDITING AND PRIORITIZING

- The Dean's Office reserves the right to edit images and/or text on submitted advertisements.
- It also reserves the right to prioritize which slides will run as space is limited on the display.

#### TIME LIMIT

- Digital signage may be placed up to 2 weeks prior to the event.

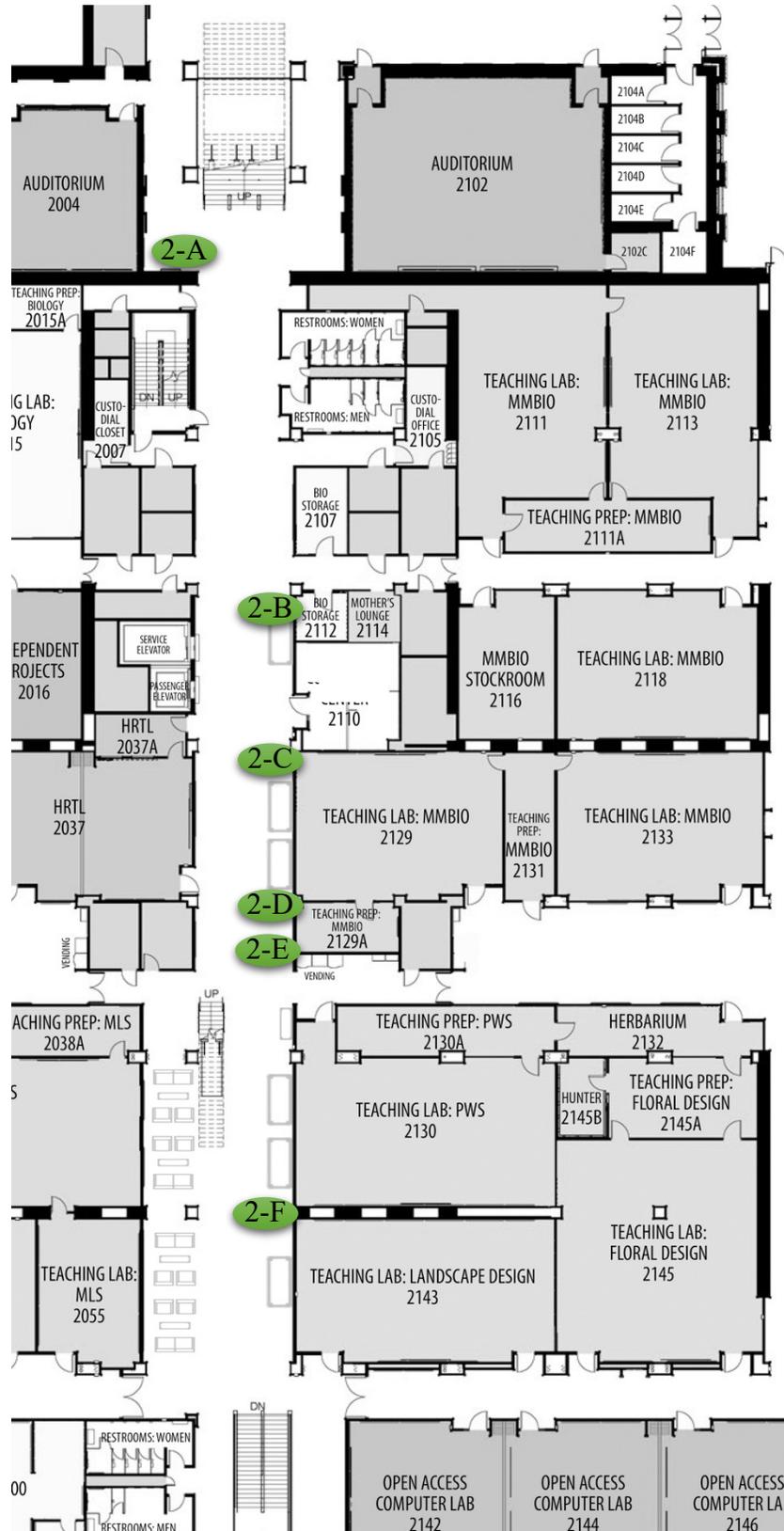
### Other Posters and Flyers

- Posters or flyers of any kind may NOT be placed on any exterior LSB doors, elevators, or walls.
- Posters may NOT be placed on whiteboards in the common study areas on the 2<sup>nd</sup> floor.
- Any posters or flyers in these places will be removed.
- Posters or flyers may not be left on LSB tables, chairs, or couches.

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## Policies and Procedures

### Level 2 Poster Location Map



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## Policies and Procedures

### Level 4 Poster Placement Map

