

Digital Signage

The Union has four monitors around the building that can display event promotions. Ads must be submitted for approval and posting to the Union via email, at fhsuunion@fhsu.edu. Student organizations and campus departments can submit advertisements. Please note that digital signage may not be used for campaigns or elections. **Landscape orientation is required.** Digital signage may be present for up to 2 weeks prior to an event or a total of 2 weeks if you are giving information only.

All submissions must be a **PNG file**, and should include the following information:

- Name of event/promotion
- Date, time, and location
- Sponsoring organization or department
- Contact information
- FHSU approved departmental/organizational logo
- If a FHSU Student Org, must have disclaimer verbiage.

Please refer to the guidelines!! Your advertisement may be rejected if these parameters are not met.

Guidelines for all postings:

The Memorial Union provides the opportunity for recognized student organizations and divisions and/or administrative areas of Fort Hays State University to publicize upcoming events through means of bulletin boards located in buildings on campus and the kiosks. When space permits, FHSU departmental flyers announcing non-event information of interest to the general student population may also be posted. Any other public entities wanting to post materials should contact individual building supervisors for permission.

These guidelines pertain only to designated poster route bulletin boards and other means of advertising; they are in no way meant to be the policy for posting materials on departmental, Cultural Affairs, Student Government Association, or University Activities Board bulletin boards. Individuals or organizations need to check with these groups to determine their guidelines. Materials promoting course offerings and schedule changes do not fall within these guidelines, as well. University policy regarding these materials should be followed. All postings are to be consistent with University policy.

All student organization and departmental materials to be hung or presented by the Memorial Union Administration on the official poster route bulletin boards, digital signage, T-Stands, Yard signs, banners must be approved by the Memorial Union

Administrative Staff, Second floor room 208 of the Memorial Union, pursuant to the following guidelines. It is strongly recommended that a proof be given to Memorial Union Administrative office for approval before additional copies are made.

Student organizations: must be recognized by the Student Organization Committee (SOC) in order to post information for upcoming events. No commercial advertisements will be posted unless they relate to events sponsored by a recognized student organization or a division and/or administrative area of Fort Hays State University.

Student Organizations the Student Org Logo must be used; materials need to include the **name of the event, date, time, place**, (on-campus building name, room name and/or number or off-campus name and street address); **contact information** in case of any questions about the event (phone and/or email address); and the **sponsoring student organizations** full name, the Student Org statement (see below).

The Student Organization Logo that must be on all student organization media:



In addition to the RSO logo, student organizations are also **required to include the verbiage listed below** on all posting and marketing materials (flyers, table tents, digital signage, etc.) This verbiage must be in its entirety and cannot be shortened or changed in any way. The size of the verbiage on the media does not matter but it must be included on the media.

Verbiage that must be on all student organization media:

“The posting of this event or announcement is not intended to serve as an endorsement of the event or announcement, or the views expressed therein, by FHSU. The Kansas Board of Regents and Fort Hays State University are committed to the free expression of ideas and beliefs. For further information, please see the KBOR Freedom of Expression Statement officially adopted by FHSU.”

If a **student organization and a campus department partner** to have a joint event the materials still need to have the student organization information on it, including the logo and the posting verbiage.

Campus Departments: Materials need to include the **name of the event, date, time, place**, (on-campus building name, room name and/or number or off-campus name and street address); for **Campus Departments an FHSU approved logo** (can be found at <https://www.fhsu.edu/university-marketing/logos> and can be any of the Primary Lockdown Left or Lockdown Centered options or Secondary Lockdown (slab) options); **contact**

information incase of any questions about the event (phone and/or email address); and the **sponsoring department's full name**.

If the poster is for a **FHSU Course** please use the departments approved logo, it can be found in the link provided in the previous paragraph and follow the same guidelines that are required for campus departments.

Note: Campus Departments are not required to have the verbiage on the poster that the students organizations are and will be asked to remove it if it is included.

Example of Primary Lockdown Left:



Example of Primary Lockdown Centered:



Example of Secondary Lockdown, (slab):

For more approved logos please visit the link provided in previous paragraph.