

MIAMI DADE COLLEGE PADRÓN CAMPUS BILLBOARD

OFFICIAL DESIGN GUIDELINES AND SPECS

How we present ourselves has everything to do with how we are perceived by our many audiences. A lack of continuity creates confusion and fails to promote a professional image. It is imperative that an organizational logo be consistently used in all printed and digital media.

This document is the official guide for the creation of content for display on the digital billboard located at the Padrón Campus, Building 6, on the corner of 27th Avenue and 8th Street. This guide meets official College style and branding standards, with specific instructions related to the unique setup of the billboard.

Official College logos and design guides may be downloaded from the District Marketing Communications department website referenced in this document.

Please follow the guidelines in this document.
Questions may be directed to **MDC-TV at 305-237-1611**.

SUBMISSION GUIDELINES

The billboard is reserved for enrollment, featured programs, college-wide initiatives, signature events, arts and culture, athletics, community partnerships and awards & recognitions. Static and video ads submitted for inclusion on the billboard must fall into one of those categories, and meet all requirements referenced in this document.

This includes:

- Meet official College style and branding standards
- Target a collegewide and/or community audience
- Meet all file requirements, including file type, size and layout

Once created, content should be **submitted for approval to the Office of Marketing and Communications**, ready to display on the billboard. Billboard content will not be approved if it does not meet the submission guidelines. **If approved**, the Office of Marketing and Communications will insert the ad into the billboard playlist according to marketing campaign schedules. Final, approved ads related to events must be submitted for inclusion on the billboard **a minimum of eight weeks** before the event date.

To submit for approval, please email finished ad to:

Irene Muñoz: imunoz@mdc.edu and Ariel Rubalcava, loop creator/deployer: arubalca@mdc.edu
cc: Nikki Whiting: dwhiting@mdc.edu, Christine Llorente Cardenas: clloren1@mdc.edu
and Dereck Sonnenburg: dsonnenb@mdc.edu

THE BILLBOARD

Once content is submitted and approved by the Office of Marketing and Communications, it will be added to the schedule for billboard content. Final ads (video and static) will be edited into a longer loop that displays on the billboard, created by MDC-TV.

For an example of a finished billboard loop, click this link:

https://youtu.be/rXECBK_nURI



DESIGN GUIDELINES

All content (video and static) created for the billboard must be high-quality, visually appealing and not dependent on sound to deliver the message, as the screen will not use audio. Only videos, promos, ads and static ads or signage that can be clearly understood through visuals, text or captioning will be utilized.

Content created for the billboard should also have a clear message that can be understood at a glance. Content should not be overloaded with multiple event or program details, graphics or images.

MDC branding needs to be incorporated into all content included in the playlist. Official College logos may be downloaded from the Marketing Department website: mdc.edu/mktg/resources.html

AUDIENCE

The content for the billboard must be tailored to the expected external audience of college students and staff, as well as the local community. Only ads for programs or initiatives that have a collegewide audience (ex: Miami Book Fair, workforce programs, high profile community events, etc.) will be displayed.

CONTENT LENGTH

As the billboard is at a busy intersection, content should be designed for fast consumption, allowing both drivers and pedestrians the opportunity to view and read the content safely.

Static content will run for 3 seconds while content with complex elements (animations, videos) will be 3–5 seconds. It is recommended that ads contain six words or less with a clear call-to-action.

STYLE AND BRANDING

For official College design and editorial guides, please visit the Marketing Communications website: mdc.edu/mktg/resources.html

COLOR

Maintain the College's brand in all ads. The College has designated two official colors in blue and gray: Pantone 286 and Pantone 431. Black and white may also be used.

VISIBILITY AND LEGIBILITY

Take care when selecting contrasting colors and choose colors that complement each other with high-contrast ratios.



TYPOGRAPHY

For best legibility, a Sans Serif font is preferred for all digital signage. The typeface needs to be big and bold where possible, so it is visible and legible from a distance.

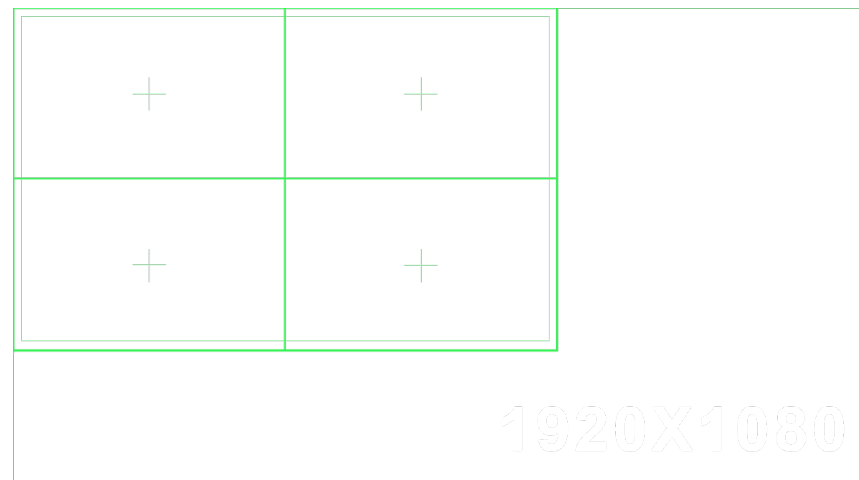
Programs that have an established brand and style guide should incorporate their respective brand and style into their advertising.

IMAGE SIZE

The billboard screen resolution is 1200px by 750px (600px by 750px per side).

All content (video or static) created for the screen should be 1920px by 1080px total canvas size, with only the top left 1200px by 750px displaying content. The remaining space should be true black.

Check the Export Settings section for specific guides for static and video content.





RECOMMENDED LAYOUT

The billboard has an LED screen that wraps around the corner of the building, with one screen facing SW 27th Avenue and one facing 8th Street. When driving down Southwest 8th Street or 27th Avenue, depending on the viewer's location, only one screen of the billboard may be visible. For maximum visibility and legibility from all angles of the intersection, all content should be duplicated on both screens.



View from 8th St

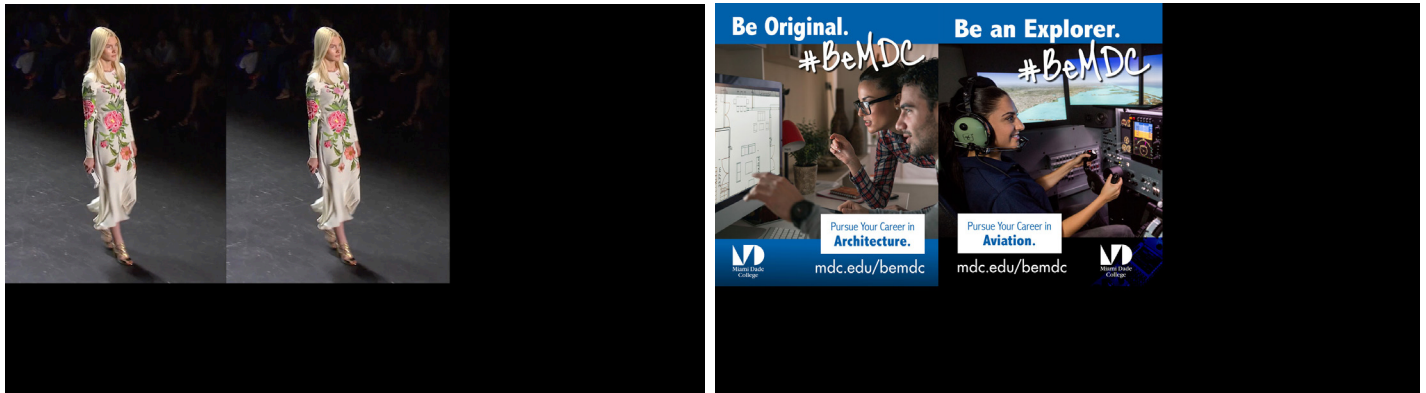


View across intersection



View from 27th Ave

EXPORT SETTINGS



STATIC AND VIDEO ADS

Below are the suggested file formats for static ads.

STATIC AD EXPORT SETTINGS

The billboard accepts all standard photo and video formats, but the following is recommended:

PHOTO/IMAGES/STATIC ADS:

Accepted File Types: JPEG

Color Space: RGB

Canvas Size: 1920px by 1080px

File Size: export for web or mobile/small file size but high quality

Background: 100% pure black

VIDEO AD EXPORT SETTINGS

Video: MPEG4

Codec: H.264

FPS: 29.97

File Size: Export for 1920x1080 HD YouTube or Vimeo to maintain low file size

Bit Rate: Must be between 12 and 16

Frame Rate: Must be exactly 15 sec 00 frames The export settings are H264 with data rates around 12 and 14 megabits per second. There is no audio on any of these files.