



Digital Signage Guidelines

Norco College has digital signage located in several areas on the campus and a marquee sign on Third Street. These signs provide an opportunity to share college information and student-focused events with our students and local community. To ensure the digital signs are utilized appropriately and effectively, the following guidelines are provided.

The digital signs are to be used for promotion of college events, programs, and information. Only Norco College departments and registered student organizations may submit requests to post information on the digital signs. Information will be posted as space is available.

The marquee sign on Third Street provides a significant opportunity to communicate official college business with Norco College students and local community. Content should be with consideration to the audience on Third Street of non-students and the community.

- I. Allowable content:
 - a. Key academic calendar dates for students and potential students
 - i. E.g. first day of class, application deadlines, select messages utilized in Grad Guru
 - b. Events open to Norco College and regional communities
 - i. E.g. Harvest Festival, Norco Music performances, Soccer games, Welcome Day, ribbon cuttings, Art Gallery shows, project unveilings, Read 2 Succeed, NOMU, etc.
 - c. College information messages
 - i. E.g. graduation, success tips, college news and announcements
 - d. Time & temperature
 - e. Promotions of key programs of study, clubs, departments
 - i. E.g., Schools, community education classes, guest speakers
 - f. Promotion of official Norco College social media accounts
 - g. Co-sponsored or sponsored NC events
 - i. E.g. JFK Middle High School graduation, 5K cancer walk
 - ii. Community sponsorships. Example: Proud sponsor of the Jurupa Valley State of the City. Any major event the college sponsors should be displayed to show community engagement.

As a public institution, there is content that is non-allowable on all digital signs including the marquee sign. These include, but are not limited to, the following:

- a. Political/religious advertisements or messages
- b. Messages with provocative or sexual content
- c. Commercial sales. E.g. Corral food specials and bookstore sales
- h. External agency, city, or non-profit advertisements or info

- d. Commercial/industry advertisements or info
- e. Personal messages (e.g. birthday wishes, promotions, recognitions)

College administrators and content creators have complete discretion to a) approve or deny any request to post information on a digital sign, b) determine the content and scheduling/duration of the information posted, c) determine the maximum number of messages that may be posted on a digital sign at any given time.

It is recommended that no more than six messages appear on the marquee sign while the other digital signs on campus can contain more. IMC coordinates the technical implementation and maintenance of all digital signage for Norco College.