

Digital Signage and Screensaver Guidelines

Digital Signage

- Digital Signs must be 1920 x 1080 pixels
- [Create A Graphic Using The Digital Signage Template](#)
- [Submit A Request & Graphic For A Digital Sign](#)

Screensavers

- Screensavers must be 1024 x 768 pixels
- [Create A Graphic Using The Screensaver Template](#)
- [Submit A Request & Graphic For A Screensaver](#)

Frequently Asked Questions

Q: Will my graphic be both a digital signage & a screensaver?

A: No, You will need to upload digital signage and screensavers in separate files

Q: Is there an approval process for the digital signage & screensavers

A: Yes, All signs & screensavers are subject to approval before being published

Q: Do you have any layout & design suggestions for digital signage and screensavers

A: Yes:

- Less text is better for readability
- Please use the templates provided to help your designs stay within the [Michigan Medicine Branding Guidelines](#)
 - [Digital Signage Template](#)
 - [Screensaver Template](#)
- For screensavers please use minimal white images/background/lettering so as not to disturb patients when appearing on bedside computers

Q: When should I submit my request & graphic?

A: Please submit requests at least one week in advance

Q: How will the digital signage & screensavers be distributed?

- Digital signage will be distributed organization-wide or within individual buildings. They cannot be targeted to specific departments
- Screensavers are deployed to CoreImage desktops and laptops only. They are not available on CoreMacs
- There is no way to target the screensavers to certain departments
- Screensavers are deployed to all of Michigan Medicine

Q: Does my material need to be approved by leadership before being submitted?

A: Each department is responsible for the approval process prior to submitting digital signage or screensavers. The Department of Communication reserves the right to reject submitted material if it does not follow the guidelines

Q: Are there guidelines for the content of the digital signage & screensavers?

A: Yes:

All content should:

- Be appropriate for and open to your entire building, department or area
- Provide updates and resources to employees
- Recognize the work and dedication of faculty and staff
- Offer reminders about important deadlines
- Make announcements of new department or unit programs and initiatives

Content should **NOT** include:

- Personal messages
- Political statements
- Commercial brands or advertising
- Events and activities not supported by Michigan Medicine or the university

If you have any questions, please email digitalsigns@med.umich.edu