



TOWN POLICY

ADMINISTRATION POLICY:

Digital Signage

DEPARTMENT: Public Relations

POLICY NUMBER: PR-142

EFFECTIVE DATE: November 4, 2020

SUPERSEDES: New

UP FOR REVIEW: November 4, 2025

Policy Statement:

The Town of Cardston has several digital signs in and on Town facilities used for promoting community events and other Town news.

The purpose of this policy is to:

Establish what types of media are to be used on the digital signs, who may submit images to be displayed on the digital signs, and what is appropriate to be displayed.

Digital Signage Co-ordinator

The Communications Clerk shall manage and co-ordinate all digital signage messaging under the direction of the CAO or designate.

Image Submission for Digital Signage

- The higher the resolution image quality, the better for reproduction
- Physical dimension of screens: 1920 x 1080 (aspect ratio is for a widescreen format)
- Graphic formats preferred: .jpg; .png; .tiff; .psd, .pdf (these are for submission purposes as they can be converted to whatever format needed by the signage designer).
- Moving images on external displays must comply with the Town of Cardston land use bylaw.

Policies and Guidelines for Town of Cardston Digital Signage

“Building Community” – this is the objective of the Town’s digital signage network. It is necessary to acknowledge, however, the fact that this media is invasive, unavoidable and highly noticeable, thus messages need to be filtered with the understanding that digital signage is another means (in addition to the Town website, social media, news media, brochures, posters, pamphlets, etc.) available to communicate relevant, accurate and informative content for the Town population as a whole.

The digital signage network is also an integral crisis management tool to be used in conjunction with Municipal Enforcement in cases of emergency.

- Postings on the Town network must have direct relevance to the entire community.





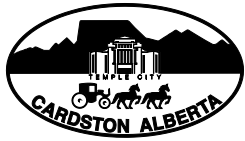
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- The Digital Signage co-ordinator reserves the right to edit text and image submissions and to utilize submitted information appropriately to deliver the message conforming to Town of Cardston guidelines and quality standards.
- The Digital Signage co-ordinator has the right to reject any submissions that are not deemed to be acceptable.
- Advertisements or solicitations from private businesses or out of town entities will not be accepted to post on the Digital Signage network.
- Also not accepted are:
 - personal notices
 - religious messages
 - partisan political messages
 - sexually suggestive material
 - fundraising advertisements or sponsorships for any initiative not directly associated with the Town of Cardston or local charity
 - external job postings
 - events that are not held within the Town of Cardston or immediate surrounding area
 - messages not in accordance with the Town's Code of Conduct and Ethics Policy
- Ticketed events may be publicized but there will be no mention of pricing. The network is used to inform, not advertise. Viewers will be directed to where tickets can be purchased.
- Public Service Announcements are allowed on the network if the Town community is directly affected by the message.
- Display of messages is up to the discretion of the Digital Signage co-ordinator.
- As a general rule, no logo other than the Town's can take more than 1/8 of screen space. The overall design of the screen will be in the context in which a company is being acknowledged. In every case it is the external company's identity that will be adapted to the Town's screen layout standards.
- Messages MUST be brief and concise. The number of words to be used in each screen is on average 12. Content messages should be easy to comprehend and include only essential information such as time, date and place of event. Viewers typically ignore messages that are challenging to interpret. For more information, include URL addresses but keep them as short as possible (ie. instead of using a full address with sub fields, have viewers go to a main URL and then instruct to "follow the links").
- Only messages with community-wide relevance will be considered. For example, announcing an exclusive luncheon not open to the Town's general population will not be accepted.





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- All requests should be made at least three days in advance of desired posting time. All messages must contain a desired start and end date and will be posted no longer than 10 days in general.
- Graphic elements, whether pictures, charts, illustrations or videos require a copyright clearance from the person who owns the rights of such materials before being submitted to the Town network for posting.
- The loop is dynamic and is driven by new contributions. Screens are removed when the message is no longer effective/relevant.
- The number of messages running on the Town network at any given time will determine message frequency.
- Only three messages per committee/group will be allowed on the network at any given time (this may be increased at the discretion of the administrator in times of low content). In times of high content, priority will be given to Town sponsored events.
- On average, the duration for still messages is 15 seconds long.
- Normal operation time of the Town's Digital Signage network is 15 hours on weekdays (6:00 - 22:00), and 11 hours on weekends (8:00 - 19:00).
- It is the contributors responsibility to submit the graphic elements that will be displayed on his/her message posting. These elements should have the adequate format, quality and resolution to be part of the screen layout.

REVISION HISTORY

Date	Description
November 4, 2020	New Policy

APPROVAL: Jeff Shaw **DATE: November 4, 2020**

Chief Administrative Officer, Jeff Shaw

(signed copy kept in CAO policy binder)



