University of California San Francisco
Digital Signage Recommendations
v1.11
Table of Contents

Purpose of Digital Signs at the University of California, San Francisco ......................... 3

Sign Oversight & Governance .......................................................................................... 6

Implementation Recommendations .................................................................................... 7
  Sign Location Recommendations / Sign Types .......................................................... 7
  Sign Relationship Guidelines ....................................................................................... 8
  Content Recommendations by Location ...................................................................... 9

Style Guide & Template Standards .................................................................................. 12
  Header Recommendations ......................................................................................... 12
  Footer Recommendations ......................................................................................... 12
  Background Recommendations .................................................................................. 12
  Standard Content Aspect Ratio - Important ............................................................. 12

Configuration Recommendations .................................................................................... 14
  Content Display Recommendations .......................................................................... 14
  Digital Sign Software and Support .......................................................................... 14

Content Submission Standards ....................................................................................... 15
  Design - Aspect Ratio ............................................................................................... 15
  Use of Text .............................................................................................................. 15

Appendix I: A Brief Review of Terms ............................................................................. 16

Appendix II: Digital Sign Content Contacts at UC San Francisco .................................. 17

Appendix III: ADA Guidelines ....................................................................................... 18
Purpose of Digital Signs at the University of California, San Francisco

Digital signs are a type of electronic display with the ability to have a variety of different content types displayed, such as video, gifs, pdfs, menus, maps, etc. Digital Signs also allow for the content on the sign to change automatically, on a schedule, or manually, as desired.

Some examples of digital signs:
Digital Signs can utilize touch functionality as well. With touch functionality a user can touch the screen and navigate to the information they need.

Here are a few examples:
Specific uses for digital signs at UCSF:

• Wayfinding
• Informing
• Publicizing

Benefits:

• Provide a fast city wide communication system
• Remove visual & physical clutter from common spaces,
• Save scarce resources
• Greater cost saving

Constituents:

• Students
• Patients
• Faculty
• Staff
• Visitors
Sign Oversight & Governance

Although installation of signs may be initiated by a variety of different UC San Francisco departments or groups, they remain a part of the UCSF brand and identity. While their purpose may vary by location and primary function, they will provide the greatest value to the UCSF institution when leveraged as a platform for collaboration, sharing information, and innovation as widely as possible across the various locations. We will be forming a governance committee for Digital Signs from a wide variety of the digital sign users, UCSF Communicators network, and UCSF leadership.
Implementation Recommendations

Sign Location Recommendations / Sign Types

We have identified the following sign types and recommend the following signs for the following locations types:

A signs
Single sign or sign grouping such as a diptych or triptych, in lobbies and entrances of all buildings.

B Signs
Outdoor signs at locations with multiple buildings such as Mission Bay, Parnassus, Mt Zion.

C-1 signs
Larger Aggregate Signs associated with a group or cluster of small room signs just outside of each classroom or conference room.

C-2 signs
Small room signs just outside of each classroom, and conference room.

D signs
Way finding signs in public spaces that are way points.

E signs
Signs at waiting spaces such as waiting rooms or elevators.

F signs
Business specific signs such as gym signs or food service signs.

G signs
Internally facing signs for units with internal communication needs.
Sign Relationship Guidelines

On inside walls we recommend that signs not be closer (We are looking for CP Input here) from other signs, excluding type C signs or signs acting as a diptych or triptych, or signs serving the same purpose but facing in different direction thereby capturing different audiences.

If signs are type C, such as conference center or classroom signs, we recommend that signs not exceed (We are looking for CP Input here) size.

If signs are type C we recommend that all signs in that specific family of signs maintain the same design, template and standards, to create a single design grouping.

For all public signs that include touch functionality we recommend that Federal ADA guidelines be followed. This may impact sign height, as well as sign design. See Appendix II.

(DIAGRAM from CP?)
Content Recommendations by Location

Type A Signs - The following content is typically found on inside signs installed near the entrances to a building:

- building directory
- way finding map and services
- nearby transportation options
- site specific notices and events
- date and time
- weather
- space for UCSF messaging
- Address & or name of location
- UCSF templates and
- footer with UCSF logo

Type B Signs - The following content is typically found on outdoor signs at multi building locations:

- wayfinding map and services
- directory at department level
- date and time
- space for UCSF messaging
- site specific messaging
- address and name of location
- transportation options

Type C-1 Signs - The following content is typically found on larger aggregate signs associated with a group or cluster of small room signs:

- information about the events, classes, or content of the associated rooms
- a footer with the UCSF logo
- date and time
- where the sign is also at a lobby or waypoint, please include content as in Sign A &/or D.
Type C-2 Signs - The following content is typically found on small room signs just outside of each classroom and conference room:

- information about the events, classes, or content of the room
- functionality to allow for perusal of upcoming events/classes
- a footer with the UCSF logo in the lower left
- date and time

Type D Signs - The following content is typically found on way finding signs in public spaces:

- building directory
- way finding map and services
- nearby transportation options
- site specific notices and events
- date and time
- weather
- space for UCSF messaging
- address & or name of location
- UCSF templates and
- footer with UCSF logo

Type E Signs - The following content is typically found on signs at waiting spaces such as waiting rooms or elevators:

- site specific messaging, notices and events
- date and time
- weather
- space for UCSF messaging
- Address & or name of location
- UCSF templates and
- footer with UCSF logo
**Type F Signs** - The following content is typically found on Business specific signs such as gym signs or food service signs:

Type F signs are specific to the business unit needs for that use, but should follow the UCSF Visual Identity Guidelines wherever possible.

**Type G Signs** - The following content is typically found on internally facing signs for units with internal communication needs:

- date and time
- space for UCSF messaging
- address & or name of location
- space for UCSF messaging
- UCSF templates and
- footer with UCSF logo
Style Guide & Template Standards

All digital signs managed by UC San Francisco are expected to comply with any approved visual identity and editorial standards and guidelines (including brand, style, and proper usage of UCSF logo, font, and color systems) as directed and managed by UCSF University Relations. Note that business specific signs (Sign Type F) may not need to comply with the standards per the business unit needs. Visual identity guidelines and artwork are available online at http://identity.ucsf.edu.

To this end, the following recommendations will help content owners comply with the UCSF visual identity and editorial standards, and optimize your digital signage content across the UCSF network of digital signs.

Header Recommendations
All UCSF signs use a standard header that conforms to UCSF color guidelines. Content of header can include time and date, weather, and name of location.

Footer Recommendations
All signs display UCSF logo in the footer, bottom left excluding signs that are a part of a grouping such as a diptych were the signs read as a whole, in which case the logo need only be on one of the signs.
With special permission of UCSF University Relations, the UCSF Logo can be paired in a split logo design with the sign owner’s department logo, where applicable.
For all other signs, the sign owner’s department logo appear in lower right in the footer.

Background Recommendations
Design sign backgrounds as neutral as possible where it is behind text or where it surrounds content areas so as to not detract from the content or text. 
If the sign is a part of a grouping of signs, design the background the same across the entire grouping.
If the sign is part of a diptych or triptych, design sign backgrounds to create a halo effect linking all the signs in the diptych/triptych.

Standard Content Aspect Ratio - Important
To facilitate ease in content management and ease for those developing content to be displayed on a variety of UCSF signs across the digital sign network, content regions on digital signs should maintain the following aspect ratios:
3 x 4.5
4.5 x 3
UCSF Farmer’s Market

Find the perfect pair
UCSF Farmers Market
Wednesdays, Open at 10 am
Parnassus & Mission Bay
Configuration Recommendations

For maximum stability we recommend the following hardware configurations:

- Ethernet: wherever possible signs should utilize the UCSF network via Ethernet

- Wireless: if cost or infrastructure prohibits a physical Ethernet cable to the sign we recommend utilization of the UCSF secure wireless network. Note: there is increased instability with wireless.

Content Display Recommendations

As digital signs are perceived as a shared resource, we recommend that public facing signs, excluding small classroom or conference room (type C-2) and Business specific signs (type F), allow for the display of content that is relevant to the users of the signs from other UCSF groups and especially from any neighboring groups.

We recommend that signs with a fast moving readership, i.e. people moving past the sign quickly, and which have rotating content, display the rotating content for at least a :15 interval per instance.

Digital Sign Software and Support

Four Winds is a selected software for Digital Signs at UCSF and the only enterprise wide license; managed by Campus Life Services. CLS currently partners with other groups to meet their sign needs. In you are interested in having a Digital Sign in your area please contact Lael DasGupta at 415-476-3850 or lael.dasgupta@ucsf.edu.
Content Submission Standards

Digital signs content is managed and maintained by various departments and groups across UC San Francisco. If you are interested in having your content published on digital signage, please contact the individual sign owners listed in Appendix II. The list can change at any time as owners and number of signs in the work change. Please contact the group that manages the content on specific signs for templates or any specific guidelines that may be relevant for their specific signs.

Design - Aspect Ratio
Implementing a single (shared) standard for content submission across the digital signage network (regardless of the number of digital sign owners within the network), can help facilitate the design of content that is compatible across the network, regardless of sign location or sign owner. To that end, we recommend that content owners design and develop content in the following aspect ratios:

3 x 4.5
4.5 x 3

Use of Text
To optimize visibility of your content—especially on smaller signs—it is recommend that you avoid the use of small text as it impacts ease of readability.
Appendix I: A Brief Review of Terms

Aspect Ratio: a number that compares the width and height of a movie or television picture. In this instance we refer to space on a digital sign that can have content displayed.

Content: Ads: informational messaging or other content that you may want to have displayed on a variety of UCSF digital signs.

Digital Signs: are a form of electronic display that shows television programming, menus, information, and other messages.
# Appendix II: Digital Sign Content Contacts at UC San Francisco

<table>
<thead>
<tr>
<th>Department / Location of Sign(s)</th>
<th>Contact Person</th>
<th>Email</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Campus Life Services: Facilities Signs (Parnassus, Mission Bay and Minnesota St.) - 5 signs</td>
<td>Lael DasGupta</td>
<td><a href="mailto:lael.dasgupta@ucsf.edu">lael.dasgupta@ucsf.edu</a></td>
<td>415-476-3850</td>
</tr>
<tr>
<td>Campus Life Services: Housing Buildings - 4 signs</td>
<td>Lael DasGupta</td>
<td><a href="mailto:lael.dasgupta@ucsf.edu">lael.dasgupta@ucsf.edu</a></td>
<td>415-476-3850</td>
</tr>
<tr>
<td>Campus Life Services: MCB Lobby</td>
<td>Lael DasGupta</td>
<td><a href="mailto:lael.dasgupta@ucsf.edu">lael.dasgupta@ucsf.edu</a></td>
<td>415-476-3850</td>
</tr>
<tr>
<td>Campus Life Services : MBCC - 13 signs</td>
<td>Lael DasGupta</td>
<td><a href="mailto:lael.dasgupta@ucsf.edu">lael.dasgupta@ucsf.edu</a></td>
<td>415-476-3850</td>
</tr>
<tr>
<td>ETS</td>
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<tr>
<td>Library</td>
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<tr>
<td>Medical Center</td>
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<tr>
<td>Pharmacy</td>
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</tbody>
</table>
Appendix III: ADA Guidelines
ACCESSIBILITY TO PUBLIC BUILDINGS, PUBLIC ACCOMMODATIONS, COMMERCIAL BUILDINGS AND PUBLICLY FUNDED HOUSING

(a) UNOBSURCTED SIDE REACH

(b) OBSTRUCTED HIGH SIDE REACH

(c) > 10' - 24' MAX

FIGURE 11B-5D—SIDE REACH

532 JULY 1, 2012 SUPPLEMENT 2010 CALIFORNIA BUILDING CODE
From: Valerie Zurn  
Sent: Tuesday, August 06, 2013 10:57 AM  
To: Ian Clifton; ProjectManagement; Sales  
Cc: Dan Vintzile  
Subject: ADA Compliant Information -http://www.adakiosks.com/  

Many verticals require ADA Compliant –  
Hotels, Universities, Health Care, Transportation etc.  

Samsung ME Series touch and non touch (ME46C, ME40C, ME32C, ME55C) or LG 50 Series are ADA compliant. I will see if I can put together a list for quoting. Flat mount must be used or Tilted Enclosure for wheelchair use can be quoted through Boyd.  

Quick Version:  
ADA Compliant - less than 4 inches depth from Wall  
Interactive – height from floor. Standard 60 inches center (Portrait works best, Horizontal buttons on the bottom gives more room)  
ADA: UP TO 48 INCHES MAX Height to the top of interactivity. Interactive BUTTONS WOULD NEED TO BE ON THE BOTTOM of the sign to make this happen  

ADA Compliant info -http://www.adakiosks.com/  
Kiosk  
For an unobstructed kiosk, the maximum distance from the floor to the highest point requiring user interaction (top of the touch screen) is 48 inches where the reach depth from the most forward part of the kiosk to the top of the touch screen is 10 inches or less.  

Touchscreen  
If the distance from the front of the kiosk to the top of the touchscreen is between 20 and 25 inches, the maximum allowable height of the top of the touchscreen is 44 inches. The maximum reach depth allowed by the new ADA rules is 25 inches.  

Side Reach Limits  
If your kiosk is only approachable by wheelchair from the side (such as being placed behind or on a solid countertop), the limits change slightly. If the distance from the front of the kiosk to the top of the touchscreen is 10 inches or less, the maximum height of the countertop is 34 inches and the maximum allowable height of the top of the touchscreen remains at 48 inches. If the distance from the front of the kiosk to the top of the touchscreen is between 10 inches and the maximum allowed 24 inches, the maximum height of the countertop remains at 34 inches and the maximum allowable height of the top of the touchscreen is 44 inches.  

Lowest Limit  
If your kiosk has peripherals, such as printer outlets, that are positioned low on the face of the kiosk, the lowest allowable height is 15 inches from the finished floor  

Prominence Limits  
If your kiosk is wall-mounted and has nothing below it that would alert someone with visual impairments navigating with a cane to its presence, certain protrusion limits from the wall apply. Section 307 of the new ADA rules states that "Objects with leading edges more than 27 inches (685 mm) and not more than 80 inches (2030 mm) above the finish floor or ground shall protrude 4 inches (100 mm) maximum horizontally into the circulation path.”  

Floor Space Requirements