



## Graham Center

### FLORIDA INTERNATIONAL UNIVERSITY

#### **POLICY STATEMENT (R\*)**

- I. The Graham Center (GC) provides the following marketing media to promote University events and programs: LCDs, designated doors and banner spaces.
- II. Marketing is subject to University Policies & Regulations, Student Code of Conduct, and ADA codes. Not permitted: solicitation (without prior approval), defamation, obscenity, pornography, promoting violence or overthrow of the Government or of the existing authorities, inciting to riot and/or infringement on the rights of others.
- III. Display of marketing materials in the Graham Center, does not constitute an endorsement whatsoever.
- IV. All materials must be neat, legible, and current. The content must include the name of the student organization and/or FIU department, and give the date, time, location, and any applicable charges. If another language is used, an English translation must be included.
- V. Marketing materials must not promote the consumption of alcoholic beverages, gambling, or illegal activities.
- VI. On a limited basis and with prior Graham Center approval, premises and marketing spaces may be used for the promotion of commercial and/or for-profit organizations, when co-sponsoring a University event, or under contract with the University.
- VII. At any time, the Graham Center Senior Director or designee may deny a request or rescind any approved requests. Requests will be denied for any of the following: infringements on the safety, health, and welfare of the University community and the order of campus operations; displays that are offensive or graphic in nature; violation of ethical standards; and noncompliance with stated policies, procedures, and laws, or other reasons the University deems inappropriate for a public area. The Graham Center Senior Director or designee reserves the right to reduce display time, change space allocation and deny space, when deemed necessary.
- VIII. Policy violators will lose their display allocation, may be denied future marketing privileges in the Graham Center. When applicable, cases will be referred to the Department of Student Conduct & Conflict Resolution.
- IX. Graham Center is not responsible for safeguarding marketing materials and reserves the right to dispose of unclaimed and outdated materials.
- X. All exceptions to the above will be handled by the Graham Center Senior Director or designee.
- XI. Assigned space is non-transferrable and must be used for the purpose stated in the request form.

### REASON FOR POLICY (O\*)

1. To facilitate the promotion of University programs and activities.
2. To establish an orderly process for marketing locations at the Graham Center to promote University programs and activities.

### CONTACTS (R\*)

Administrative Office's Address	Telephone Number	Fax Number
Graham University Center, GC 1210 11200 S.W. 8 <sup>th</sup> Street Miami, FL 33199	305-348-2297	305-348-3448

### HISTORY (R\*)

Last revised: August 2023

Previous revisions: August 2022, August 2019, July 2014, July 2013, March 2010, July 2009, July 1996

### DEFINITION (R\*)

1. **LCD** - Liquid Crystal Display. Located inside the Graham Center:
  - a. Horizontal: Main Office (GC 1210), Panther Pit (GC 100W1), GC 150, GC 140, GC 1200, SGA Office (GC 230), Campus Life (GC 200W5), Classroom Lobby (GC 260W2), Welcome Center (GC 181), OSJI (GC 216), DRC (GC 190), GC 355, Esports Lounge (GC 1204).
  - b. Vertical: GC North entrance, Gameroom Vertical
2. **Indoor Banners** – Standard size: 3' by 5', material must be flexible, light weight, waterproof (i.e., vinyl), with horizontal orientation and grommets for mounting. Located in the GC Atrium.
3. **Outdoor Banners** – Not to exceed 12' by 4', material must be flexible, light weight, waterproof (i.e., vinyl), with horizontal orientation and reinforced grommets for mounting. Located at the north and south entrances.
4. **Door Decal** – Size of south entrance doors: 44" (w) by 89" (l).

### PROCEDURES (O\*)

1. **All Marketing Requests:**
  - a. Must promote a University program and event.
  - b. Duration of marketing reservations are limited to two (2) weeks.
  - c. Marketing requests are taken on a first-come, first-served basis, but priority will be given to emergency announcements, such as hurricanes/weather, fire, flooding and other safety issues.
  - d. In addition to above, priority will be given to announcements of University wide interest and concern, from administration, Office of the President, NCAA games, etc.
  - e. Management may also prioritize the message and its placement with regards to time, frequency, and location, as well as edit content to conform to technical requirements.
  - f. No materials, signs or markings (chalk, spray paint, ink markers, etc.) may be erected or placed on the grounds or landscaping of the building without prior approval of the Graham Center Office and Facilities Management.
2. **Graham Center staff shall perform the following duties related to this policy:**
  - a. Verify organization's status and registration.
  - b. Monitor on a daily basis and remove outdated and unauthorized material.
  - c. Ensure request forms have been completed and that appropriate fees, if applicable, are paid.
3. **Graham Center Pit LCD Guidelines**
  - a. Only media from the Division of Academic and Student Affairs, Student Government Association, and/or University wide interest and concern will be posted at this location.
  - b. Flyers must be approved by The Graham Center Senior Director or designee.

4. **Indoor and Outdoor Banner spaces:**
  - a. Only Graham Center staff may install and remove banners.
  - b. Can be displayed on GC portable partitions at the GC Pit and 1st floor tables, affixed with pushpins to partitions.
  
5. **LCD Procedures:**
  - a. Only one slide per event may be submitted for the static loop. It will be shown on a first come, first served basis.
  - b. Must include an official branded logo.
  - c. Content may be submitted up to three (3) weeks prior to event date. Allow three (3) business days for processing time. Approved content will be displayed on rotation for a maximum of two (2) weeks prior to event date.
  - d. Content loop times will vary on number of current advertisements playing.
  - e. GC reserves the right to change, delay, or halt regular programming for maintenance, updates, or special events, as necessary.
  - f. E-mail marketing requests to [gc-it@fiu.edu](mailto:gc-it@fiu.edu).
  - g. Questions about LCD content requirements should be directed to: [gc-it@fiu.edu](mailto:gc-it@fiu.edu).
  - h. Content display on the Digital Signage system must meet the following minimum requirements before it will be approved and scheduled for display:
    - i. **Digital Slides:**
      - i. Format: .png or .jpg
      - ii. Size (w x h): Horizontal 1920px X 1080px, Vertical 1080px X 1920px
      - iii. Resolution: at maximum 96dpi
      - iv. Maximum length of digital slide: 10 seconds
    - j. **Digital Video:**
      - i. Format: .MP4
      - ii. Size (w x h): Horizontal 1920px X 1080px, Vertical 1080px X 1920px
      - iii. Maximum length of digital video: 120 seconds
  
6. **LCD Guidelines:**
  - a. **Digital Slides:**
    - i. **Aspect ratio:** Digital signage content must be created in 1920p x 1080 pixels or 1080 x 1920 pixels. When preparing digital slides the width of the slide should be approximately 1.77 times greater than the height.
    - ii. **Readability:** Slides are typically displayed for 7 to 10 seconds at a time. Therefore, limit text and graphic images accordingly.
    - iii. **Text and Fonts:** Forty characters or less is the preferred line length, and a maximum of ten lines per slide. Due to resolution limitations, avoid font size smaller than 20 points and light, ornate fonts.
    - iv. **Color and Contrast:** Insufficient contrast between text and background colors, as well as using a very bright color, can make reading difficult.
  - b. **Digital Video:**
    - i. **Aspect ratio:** Digital signage content must be created in 1920p x 1080 pixels or 1080 x 1920 pixels. When preparing digital video, the width of the video frame should be approximately 1.77 times greater than the height.
    - ii. **Text and Fonts:** Forty characters or less is the preferred line length, and a maximum of ten lines per slide. Due to resolution limitations, avoid font size smaller than 20 points and light, ornate fonts.
    - iii. **Color and Contrast:** Insufficient contrast between text and background colors, as well as using a very bright color, can make reading difficult.

#### FORMS/ONLINE PROCESSES (O\*)

**LCD:** E-mail marketing requests to: [gc-it@fiu.edu](mailto:gc-it@fiu.edu)