

Montgomery College Gateway Signage Guidelines

Montgomery College recognizes the need for a comprehensive, coordinated system of gateway and digital signage. Uniformity of design elements is essential to the overall aesthetic value of the campus. All signage shall conform to the Montgomery College brand and editorial standards.

Gateway signage is an important part of Montgomery College's efforts to publicize MC initiatives to the general public. Messages posted need to be of general interest to students, faculty, staff, and the public, and must relate directly to College initiatives.

The content will be highly restricted based on the size limitations of the signs and what can be easily read from a car. Slides are only shown for a maximum of eight seconds.

The Office of Advancement and Community Engagement has editorial authority on appropriate content for all MC digital signage, per policy and procedures. Content for all MC digital signage must comply with MC policies and procedures.

Acceptable Messages and Content Include:

- Campus specific events that can fit the appropriate character limits and are open to the general public. Event slides can only include the name, date, time, and location.
- Announcements relating to significant student or faculty/staff achievements, awards or accomplishments. For example, a congratulatory message to graduating students or an MC sports team that won a championship.
- Information about registration and enrollment deadlines, or other information for prospective students.
- Slides that welcome individuals to Montgomery College.
- Emergency messages.
- Select images and graphics if copy can be easily seen either next to or on top of the photo.

- Information about marketing and communications initiatives that need to reach the general public. These messages will be prepared by the discretion of the Office of Communications.
- Slides about specific degree programs. A maximum of five program slides can be live at one point in time and three of the slides need to focus on the CEMAT 7 programs (CEMAT, the College's enrollment management advisory team identified the following as the 7 most relevant, growing disciplines – Engineering, Computer Science, Biotechnology, Health Sciences, Hospitality Management, Business, and Cybersecurity).

Prohibited Messages and Content Include:

- Event slides that do not take place on the campus where the slide is being featured. For example, the Germantown gateway sign will only feature events that take place on the Germantown Campus. Certain exceptions are made for College-wide events, such as Commencement.
- Internal messages that are only for the MC community. Messages on the signs need to be pertinent to the general public too. Internal messages can be publicized on the indoor digital signs.
- Messages that are not easy to understand or comprehend when shown for only 8 seconds. This includes names of programs or events that are not well known or have too much detail.
- Messages promoting groups, organizations, events, products, or services not endorsed by the College.
- Messages with phone numbers or links.
- Advertisements for non-MC material.
- Political statements relating to campus, local, statewide, or national elections.
- Messages of non-MC events or events not being held on College grounds.
- Videos and slide shows.
- Copyrighted material.

- Information that is explicit, inappropriate, or controversial.
- Other content deemed to be inappropriate by OACE.
- Any transitions between slides, such as a dissolve or side entrance.

Request Process and Procedures

Please keep in mind that the gateway sign content is highly restricted.

- Email requests to digitalsignage@montgomerycollege.edu for possible inclusion. The request must meet the parameters outlined above.
- Requests should include the specific dates that the content should run, what campus the slide should be featured at, and contact information if additional details are needed.
- Event messages can run for a maximum of two weeks.
- Information needs to be sent with the correct information, spelling, and grammar. The information needs to be vetted and approved by the Facilities Office and individuals confirming space reservations before it is submitted. The Communications Office will not be checking times and dates of events; the request needs to be sent with correct information.
- Gateway signage requests must be submitted at least two weeks prior to the requested start date.
- There are not specific character count maximums since characters are such varying sizes (for example, a 'w' takes up a lot more space than an 'l'), but each slide will need to be reviewed to ensure that it is legible from a car.

Sample gateway signs:

Rockville Campus
**ENROLLMENT
DAY**

June 28 • 10 a.m.
Science Center West 301



**REGISTER
NOW**
for summer
sessions

Germantown Campus
INFO SESSIONS
MAY 31

Bioscience Education Center 160

4 p.m. & **5 p.m.**
English Spanish

Congratulations
MC
GRADUATES!

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