

Penn Medicine TRMS Carousel Signage Standards

Available formats:

- For pictures, Carousel supports JPG, BMP, and PNG files.
- For the purposes of uploaded bulletins, Carousel will ignore any alpha channel settings "(transparency settings)" in these pictures.
- For video, all Carousel editions support MPEG-1, 2, and 4.
- Carousel also supports QuickTime, Windows Media, and AVI files. This includes DV, AVI, and QuickTime DV files, although you must set the QuickTime file to play back in high quality mode in order for it to play back correctly.
- The maximum allowed file size for an uploaded video is 1 gigabyte.
- For best effect, all videos should fade up and fade down to black, as Carousel will cut to black before showing and before leaving the video bulletin. Starting and ending with black hides this limitation.

Size:

- Education Zone: 766 x 575 pixels (content submitted in other sizes will be shrunk or stretched to fit this size and may not appear on screens as intended)
- Administration Zone: 766 x 288 pixels (content submitted in other sizes will be shrunk or stretched to fit this size and may not appear on screens as intended)
- Research Zone: 690 x 892 pixels (content submitted in other sizes will be shrunk or stretched to fit this size and may not appear on screens as intended)

Other:

- Maximum resolution should be used to preserve visual quality. Content that is submitted displaying poor quality may be returned or removed.
- Avoid using an all-white or mostly-white background. White backgrounds will not display as vibrantly as using a darker background with lighter text.
- Single, rather than double spaces should be used.
- Use appropriate names for schools, buildings, rooms, and personal titles.

Proofreading:

- In addition to ensuring that your content complies with the guidelines set forth above, please be sure to proofread and edit before submission.

Fonts:

- While sizes vary depending on font selection, as a general rule a font size of at least 40 points should be used. Please use large type for readability.
- It is often helpful to add a shadow to your text.
- Select a font color that is in strong contrast to the background color(s).

Examples:

TEXT 40pt. font

Good

TEXT 40pt. font

Good

TEXT 40pt. font

Good

TEXT 40pt. font

Bad

TEXT 40pt. font

Bad

TEXT 40pt. font

Bad

Images:

- If you use an image in your design, its resolution should be at least 72 dpi (dots per inch).
 - Note: the actual size of the image you use is important. A small image at 72 dpi will pixilate when enlarged. Instead, begin with a large image and scale down as necessary. Files containing pixilated images will be returned. *It is better to have no images at all than to have pixilated or otherwise distorted images.*

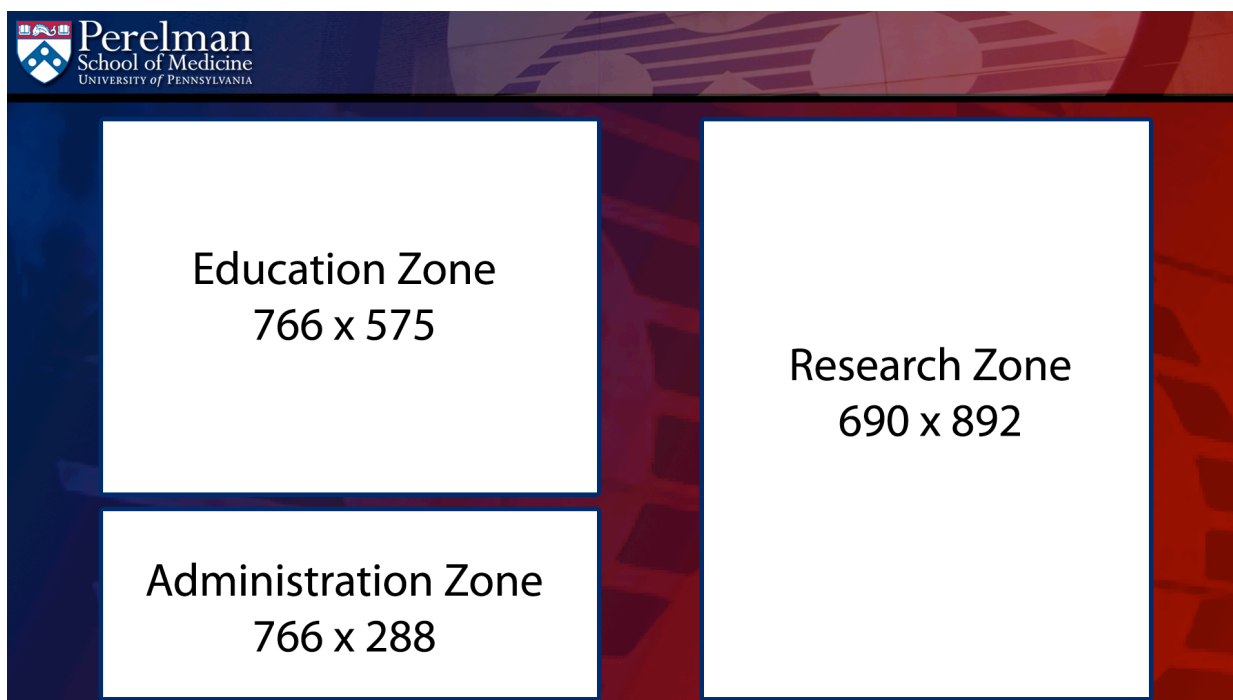
Limits:

- In general, we suggest using no more than 6 words across and 4 lines of text. Please use your best judgment and try to use as few words as possible while still retaining the message. Remember that each slide will display for approximately 10-20 seconds. Remember that you can always direct the audience to your Web site for more information.
- Videos should be no longer than 90 seconds, with exceptions made on a case-by-case basis.
- Videos must have their volume equalized (e.g., if your content contains both music and spoken word, all volumes must be at the same level; this is to ensure that viewers will be able to hear the entire video).

Links:

- Carousel Support: <http://www.trms.com/support>
- Penn Color Pallet: <http://www.upenn.edu/webservices/styleguide/color.html>

Penn Medicine Lobby Signage Zone Specifications



Penn Medicine Classroom Signage Zone Specifications

