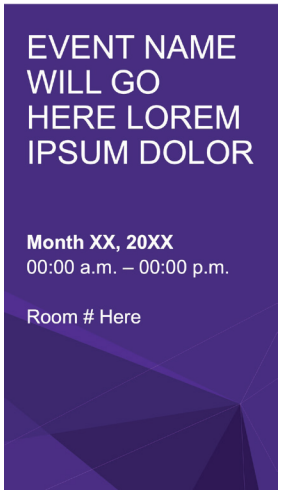
EVENT TOOLKIT

DIGITAL SIGNAGE & KIOSK TEMPLATE USER GUIDE

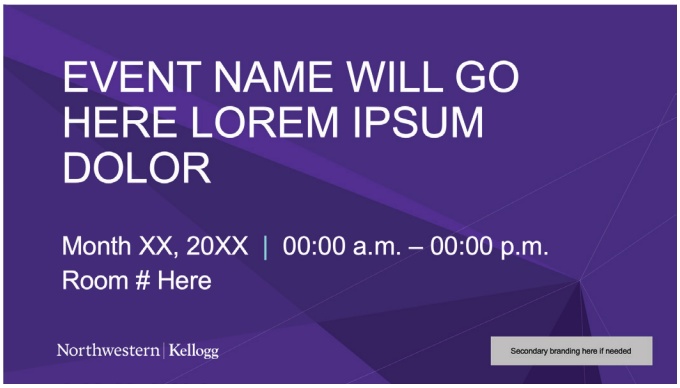
This PowerPoint template is for visual, projected display only and is not meant for print distribution.

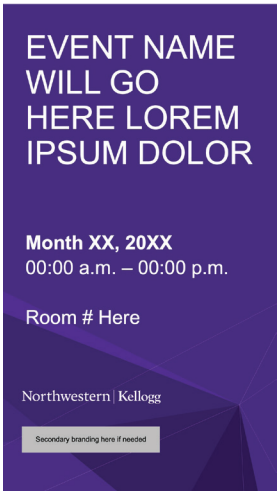
Editing the file:

1. Open the PowerPoint Document
2. To replace the placeholder text, double click the placeholder text and insert your text.
   - The presentation title is set in Arial, Regular, All Caps, 60 pt, in white
   - The date/location info is set in Arial, Regular, 36 pt, in white



3. If your event has a co-organizer or a sponsor, delete the gray placeholder box and text and place the secondary logo in that area. The secondary logos should not be larger than the Kellogg logo.





To schedule the slides:

Kellogg has Digital Displays available for displaying content to specific audiences. To have your content displayed in a location, please follow the appropriate process below.

When making requests:

- Provide your content as a PowerPoint slide, as this enables last minute changes where necessary. The only other acceptable format is jpeg, generally 1920x1280. See below for more details.
- Provide the days your slide should run

Global Hub Displays

1. Student-facing Displays
   - **Content:** Announcements for students from clubs, student leadership, Student Experience; club announcement should follow same content guidelines and flyers
   - **Where:** Student affairs, 2nd floor printers, Coffeshop, Fitness center
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg).
   - **Send finished PowerPoint slide to:** digitaldisplays@kellogg.northwestern.edu
2. Faculty-Facing Displays
   - **Content:** Announcements / Events for faculty
   - **Where:** Faculty departments, 3rd-5th floors
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg).
   - **Send finished PowerPoint slide to:** For all displays, s-teterycz@kellogg.northwestern.edu, for individual departments, contact the Department Managers
3. Kiosks
   - **Content:** Announcements with building-wide impact (eg hours or major event); White Auditorium events; Kellogg-sponsored key events
   - **Where:** Main Lobby; outside White Auditorium
   - **Format:** PowerPoint (must be landscape orientation 9:16 or 720w x 1280h jpeg).
   - **Send finished PowerPoint slide to:** facilities-kgh@kellogg.northwestern.edu
4. Additional Support
   - For technical support (ie monitor not working) contact kis@kellogg.northwestern.edu

Allen Center Displays

1. Hallway
   - **Content:** Announcements for Exec Ed participants, EMBA students, and community at large
   - **Where:** TBD (ask Sammi / Max)
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg)
   - **Send finished PowerPoint slide to:** s-esterman@kellogg.northwestern.edu
2. Kiosk
   - **Content:** Welcomes (TBD) (ask Sammi / Max)
   - **Where:** TBD (ask Sammi / Max)
   - **Format:** PowerPoint (must be landscape orientation 9:16 or 720w x 1280h jpeg)
   - **Send finished PowerPoint slide to:** s-esterman@kellogg.northwestern.edu

Wieboldt Hall Displays

1. Hallways (AM weekdays)
   - **Content:** Announcements for conference participants and NU public.
   - **Where:** Main lobby, by elevators on 1, 2, 2M, and 3rd floors (Check with Mike Chambers)
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg)
   - **Send finished PowerPoint slide to:** monique.anderson@kellogg.northwestern.edu
2. Hallways (PM weekdays and Sat/Sun)
   - **Content:** Announcements for EW MBA students, and Kellogg Community
   - **Where:** Main lobby, by elevators on 1, 2, 2M, and 3rd floors (Check with Mike Chambers)
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg)
   - **Send finished PowerPoint slide to:** kerry.vanmalderghem@kellogg.northwestern.edu
3. Kellogg Table
   - **Content:** EW highlights (TBD) (ask Courtney/ Megan / Kerry)
   - **Where:** Wieboldt 362
   - **Format:** PowerPoint (must be landscape orientation 16:9 or 1280w x 720h jpeg).
   - **Send finished PowerPoint slide to:** kerry.vanmalderghem@kellogg.northwestern.edu