

## **Montgomery College Gateway Signage Guidelines**

MC's outdoor gateway signs offer a way to feature messages that reach the MC community and the public. The gateway signs refer to the large, digital displays that are located at campus entrances.

The Office of Communications has editorial authority on content for all MC digital signage, per policy and procedures.

Featured content must relate directly to College initiatives. The content is 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.

### **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.
- Information about registration and enrollment deadlines, or other information for prospective students.
- Emergency messages.
- Slides about degree programs and other College programs.
- Student, employee, and alumni testimonials.
- 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.

### **Prohibited Messages and Content Include:**

- Information that is not related to the College.
- Internal messages that are only for the MC community. Messages on the signs need to be pertinent to the 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.
- Videos and slide shows.
- Copyrighted material.
- Information that is explicit, inappropriate, or controversial.
- Other content deemed to be inappropriate by the Office of Advancement and Community Engagement.
- 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](mailto: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 Office of Facilities and individuals confirming space reservations before it is submitted. The Office of Communications 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 • North Garage

**MOBILE MARKET**

August 7  
10 am – noon

**FREE PRODUCE**  
Open to the Public



**MC MONTGOMERY COLLEGE**

**Fall semester begins August 28**

**REGISTER NOW!**



**MC MONTGOMERY COLLEGE**

The rigor was much more than my 4-year university, the community was better, and the professors cared so much more.

–Kimberly S.  
*General Studies*



**Hospitality Management @MC**

Germantown Campus

**INFO SESSIONS**

**MAY 31**

Bioscience Education Center 160

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

*Congratulations*

**MC**

**GRADUATES!**



**Tiempo Libre**

September 29  
7:30 pm

Ticketed Event

Robert E. Parilla Performing Arts Center

Updated: 12/4/2023