



## Marquee Guidelines

The marquees at Río Hondo College serve as critical marketing platforms for conveying relevant information to the College community and the general public. These guidelines have been established to ensure a streamlined process for requesting messages and to maintain a consistent, professional appearance across all displayed information. The Marketing & Communications Department oversees the management and content approval for both the Mid-Quad and Workman Mill Road marquees.

### 1. Request Submission:

- All requests for marquee messages must be submitted to the Marketing & Communications Department using the [Marketing Request Form](#).
- Requests should be made at least two weeks in advance to ensure timely processing and scheduling.

### 2. Marquee Specifications:

- **Mid-Quad Marquee:**
  - Size: 384x192 pixels
  - Capable of displaying images and videos (RGB images only, not CMYK; Videos at 30fps).
  - Accepted image file types: JPG, GIF, PNG.
  - Accepted video file type: MP4.
  - Display duration: 15-20 seconds per slide/image.
  - Focus: Events, general info/dates/deadlines targeting students/staff.
- **Workman Mill Road Marquee:**
  - Size: 480x150 pixels
  - Same technical specifications as the Mid-Quad Marquee.
  - Display duration: 6 seconds per slide/image.
  - Focus: Important information such as semester registration dates, targeting the broader community.

### 3. Content Guidelines:

- Messages should be concise, clear, and relevant to the College community.
- Font size on images must be larger than 14pt to ensure proper visibility.
- Official College activities, dates, and deadlines will be prioritized.

#### **4. Approval:**

- All messages are subject to approval by the Marketing & Communications Department.
- The Marketing & Communications Department reserves the right to edit or decline requests to ensure consistency with College branding and messaging standards.
- Any deviations from these guidelines require approval from the Director of Marketing & Communications.

These guidelines aim to facilitate an organized process for marquee message requests while ensuring the effective dissemination of information to the intended audiences.