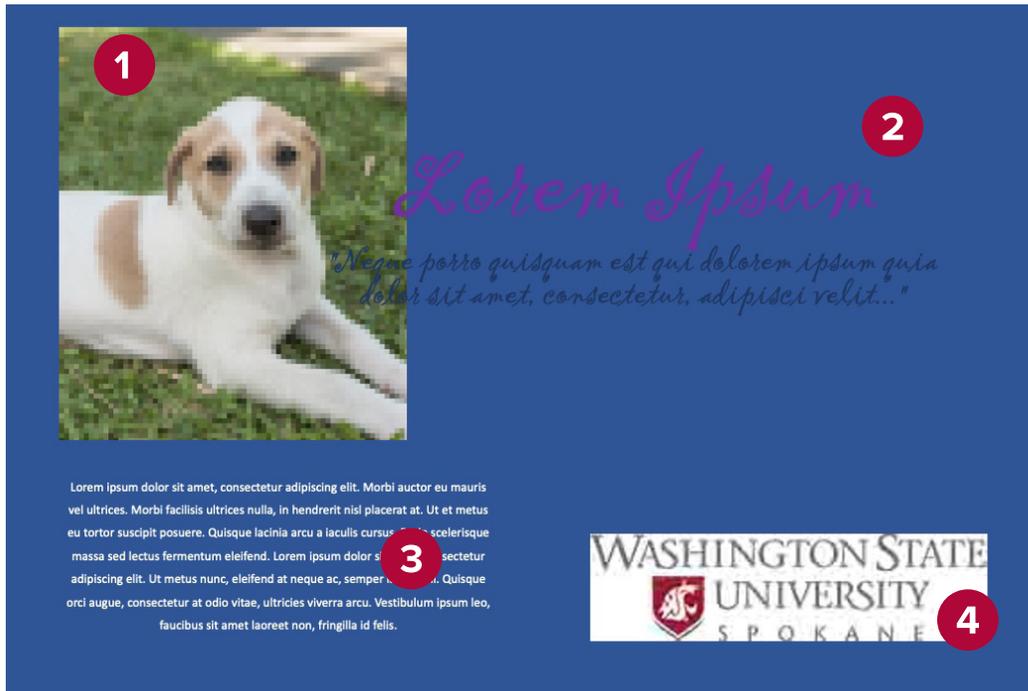# Digital Sign Examples

Don't

1. Avoid irrelevant, pixelated, and blurry photos.

2. Make sure color combinations and the fonts you choose are readable and accessible.

3. Avoid too many words and make sure the text is large enough to read.

4. Make sure to use our current up-to-date logos and make sure logos are clear and do **not** have a background behind them.

Do

1. Use a relevant and clear photo.

2. Text is clear and easy to read because of it's color contrast with the background and font. It is best to use one of WSU's branded fonts.

3. Keeping things short! Utilizing bullet points can also make your sign more engaging.

4. Contact information can be very helpful.

5. If you have the ability to, a QR code can help! If not, include a short URL.

6. Use **the current WSU Spokane logo** or unit logo. Make sure the logo is not blurry and has a transparent background.

For more on WSU's brand guidelines, please visit **brand.wsu.edu**