

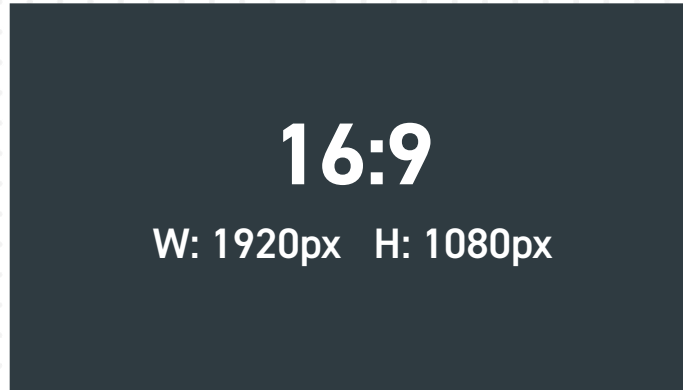


# Digital Marketing Guide

# Social Channels

## HORIZONTAL VIDEO/GRAPHICS

*For use with YouTube and Daily Digest*



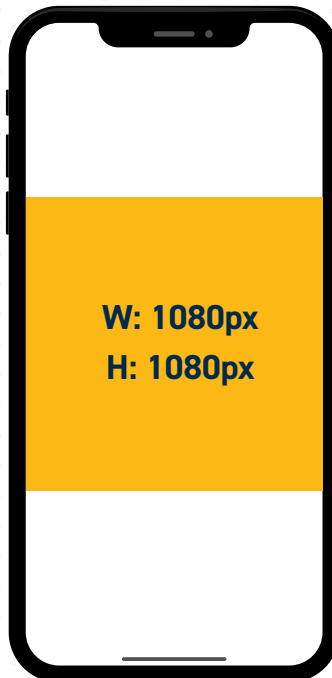
## INSTAGRAM

*For use on social media*

### PORTRAIT PHOTO



### SQUARE PHOTO



### STORY





# Digital Marketing Guide

## Digital Signage Guidelines

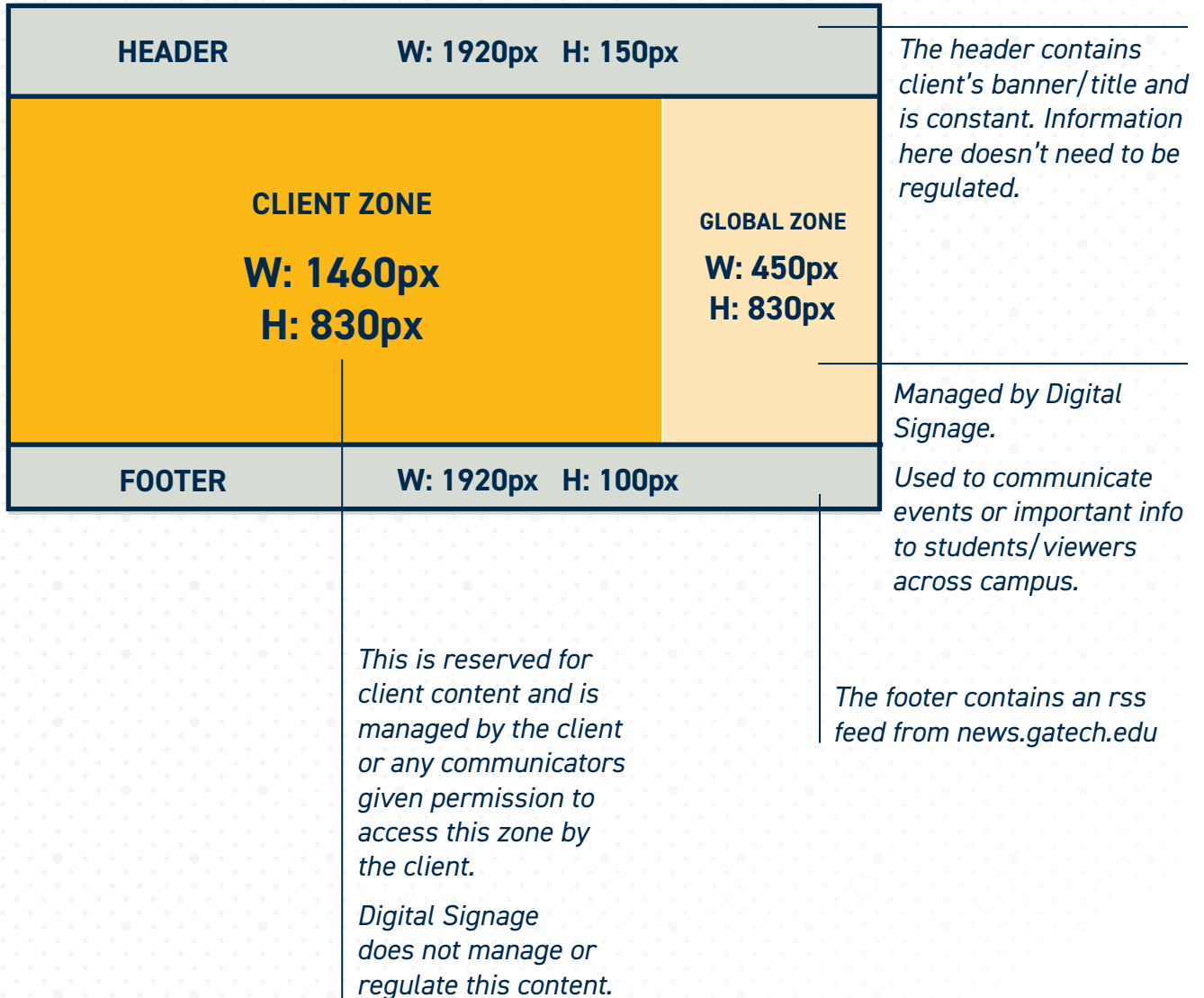
### VERTICAL

<b>HEADER</b> <b>W: 1080px H: 150px</b>	<i>The header contains client's banner/ title and is constant. Information here doesn't need to be regulated.</i>
<b>CLIENT ZONE</b> <b>W: 1080px</b> <b>H: 1158px</b>	<i>This is reserved for client content and is managed by the client or any communicators given permission to access this zone by the client.</i>  <i>Digital Signage does not manage or regulate this content.</i>
<b>GLOBAL ZONE</b> <b>W: 1080px</b> <b>H: 505px</b>	<i>Managed by Digital Signage.</i>  <i>Used to communicate events or important info to students/ viewers across campus.</i>
<b>FOOTER</b> <b>W: 1080px H: 100px</b>	<i>The footer contains an rss feed from news. gatech.edu</i>

# Digital Marketing Guide

## Digital Signage Guidelines

### HORIZONTAL



# Digital Marketing Guide

## Web Pages and Newsletter

*These are recommended sizes for webpage and newsletter use.*

### WEBSITE GRAPHICS

**HEADER IMAGE**

**W: 1200px  
H: 675px**

**SQUARE  
THUMBNAIL**

**W: 300px  
H: 300px**

**RECTANGLE THUMBNAIL**

**W: 1025px  
H: 525px**

### NEWSLETTER GRAPHICS

**HEADER IMAGE**

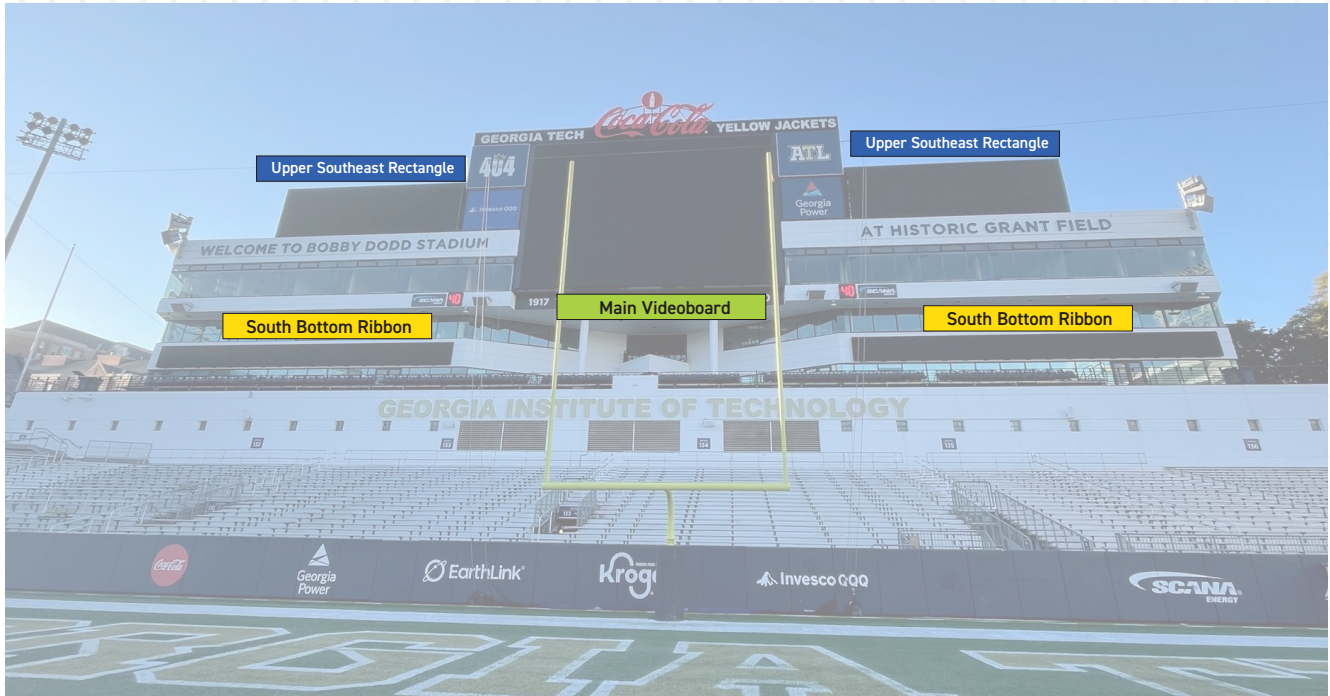
**W: 1200px  
H: 580px**

**NEWSLETTER GRAPHIC**

**W: 600px  
H: 250px**

# Bobby Dodd Stadium Football Creative Guidelines

## SOUTH STANDS



### MAIN VIDEOBOARD

W: 1280px

H: 720px

### UPPER SOUTHEAST RECTANGLE (2)

W: 880px H: 96px

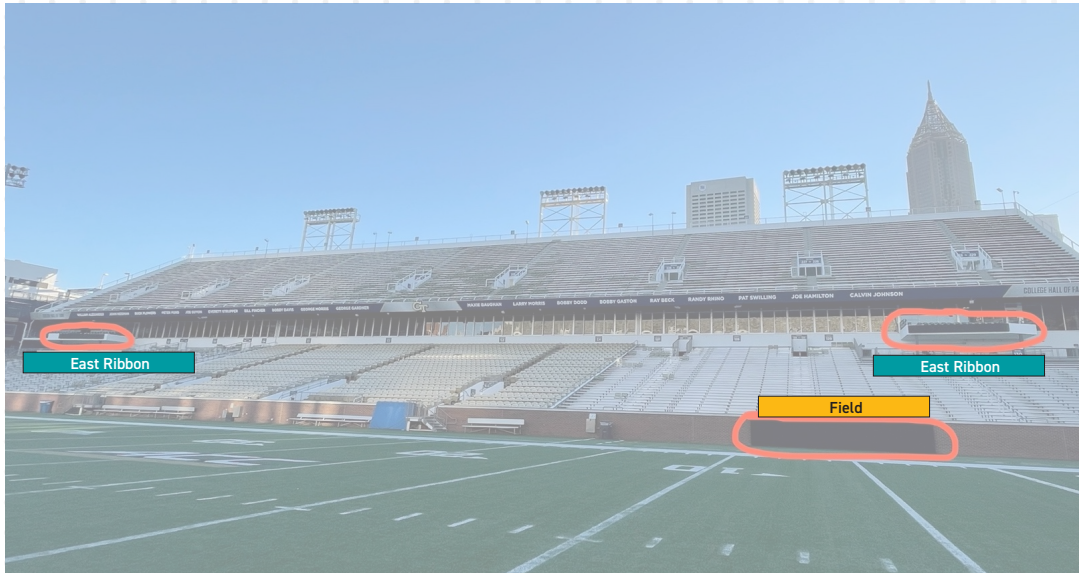
SOUTH BOTTOM RIBBON (2) W: 1400px H: 100px



# Bobby Dodd Stadium

## Football Creative Guidelines

### EAST STANDS



East Ribbon (2) W: 460px H: 40px

Field 1-4 W: 600px H: 96px

### NORTH STANDS

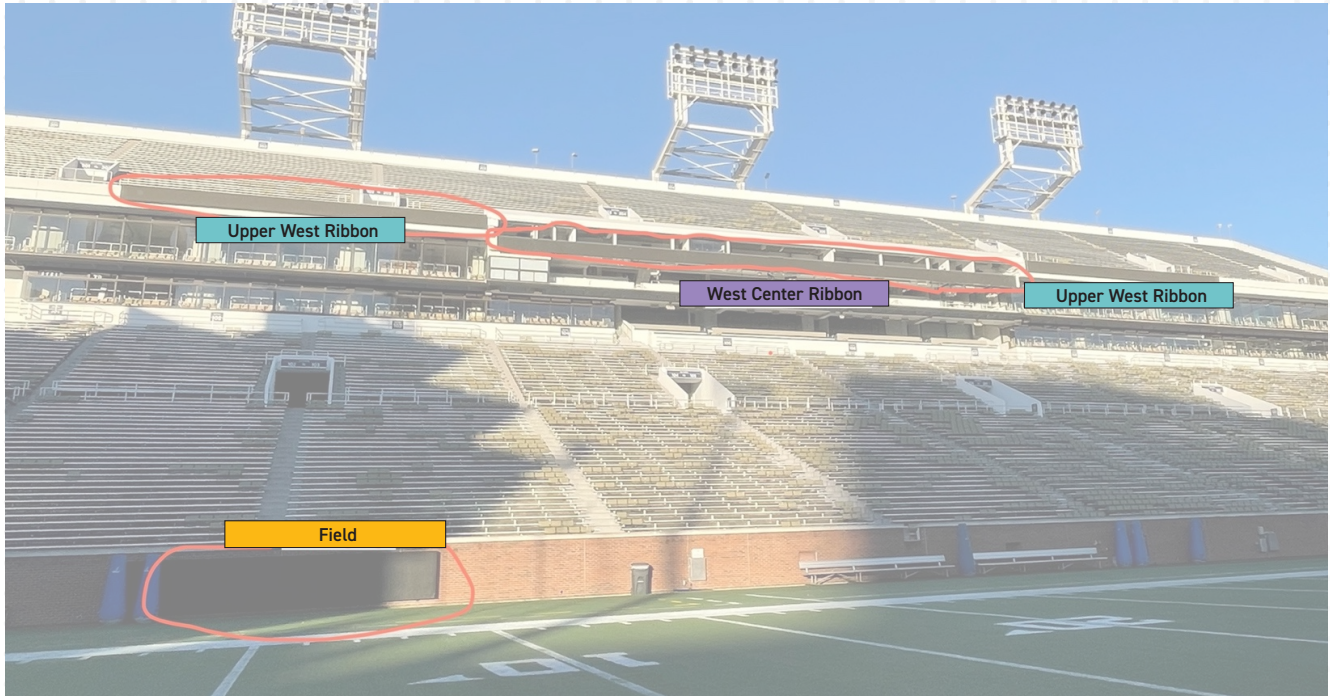


North Ribbon W: 2060px H: 60px

# Bobby Dodd Stadium

## Football Creative Guidelines

### WEST STANDS



Upper West (2) W: 1440px H: 60px

West Center Ribbon W: 2060px H: 60px

Field 1-4 W:600px H: 96px