Digital Marketing Guide

Social Channels

HORIZONTAL VIDEO/GRAPHICS
For use with YouTube and Daily Digest

16:9
W: 1920px  H: 1080px

INSTAGRAM
For use on social media

PORTRAIT PHOTO
W: 1080px  H: 1350px

SQUARE PHOTO
W: 1080px  H: 1080px

STORY
W: 1080px  H: 1920px
Digital Marketing Guide

Digital Signage Guidelines

**VERTICAL**

**HEADER**  
W: 1080px  H: 150px

The header contains client's banner/title and is constant. Information here doesn’t need to be regulated.

**CLIENT ZONE**  
W: 1080px  H: 1158px

This is reserved for client content and is managed by the client or any communicators given permission to access this zone by the client.

Digital Signage does not manage or regulate this content.

**CLIENT ZONE**  
W: 1080px  H: 505px

Managed by Digital Signage.  
Used to communicate events or important info to students/viewers across campus.

**FOOTER**  
W: 1080px  H: 100px

The footer contains an rss feed from news.gatech.edu
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Digital Signage Guidelines

HORIZONTAL

<table>
<thead>
<tr>
<th>HEADER</th>
<th>W: 1920px H: 150px</th>
</tr>
</thead>
<tbody>
<tr>
<td>CLIENT ZONE</td>
<td>W: 1080px H: 1158px</td>
</tr>
<tr>
<td>CLIENT ZONE</td>
<td>W: 450px H: 505px</td>
</tr>
<tr>
<td>FOOTER</td>
<td>W: 1920px H: 100px</td>
</tr>
</tbody>
</table>

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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
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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
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Bobby Dodd Stadium
Football Creative Guidelines

EAST STANDS

North Ribbon W: 2060px H: 60px

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

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

NORTH STANDS
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WEST STANDS

Upper West (2) W: 1440px  H: 60px
West Center Ribbon W: 2060px  H: 60px
Upper West Ribbon
Field 1-4 W:600px  H: 96px