

SCALA GUIDELINES

The Scala display screens are a great resource for communicating with our students and prospective students. Below are some common-sense guidelines to help ensure harmonious usage, brand compliance, and best practices.

Max length of slide

7 seconds

Max length of video

12 seconds

Multiple slides

If you link slides together, the maximum display time should not exceed 12 seconds. It is recommended that you not link slides.

Logo

The Parkside logo is on all the screens. Please do not include on your slides.

Number of words on slide

Try to keep the number of words on a slide to 15 or less.

Colleges and “Owners”

Colleges are “owners” or “co-owners” of the screens in their building/s. Colleges should restrict their recruitment posts to their building. Events for students may be posted to “all buildings.” Please work with your marketing rep to ensure that your recruitment slides are in brand.

FAQ

So, what happens if these guidelines are not followed?

Well, your slide will be deactivated. And you will be given the opportunity to make your slide meet guidelines.

What if time after time I don't follow the guidelines?

Your access to Scala may be limited. But fear not! Your marketing rep can help to get you slides posted.

How can you get help?

Work with your marketing rep. Your marketing rep will know the guidelines and help you display the most compliant and compelling slides.