

Design and info guide

PANORAMA



CHALMERS
STUDENTKÅR

Basic info

Leave a lasting impression with our six meter panoramic screen, located at the heart of the student union building. With the right ad, it is impossible to overlook and sure to make an impact.

Who can advertise?

- Student union committees and societies
- Student union companies
- Student union corporation
- Council committees
- Paying external companies and organizations

Dimensions and details

Resolution: 3840 x 1080 px

Format: 32:9

Duration per ad: maximum 10 seconds

Ad duration: maximum 7 days

Audio: Not available for ads

File format: .png (static image) or .mp4/ (video).

For the enthusiasts

Microbus COB LED screen with 1.55 mm pitch

NovaStar LED processor

Refresh rate: 3840 hertz

Frame rate: 60fps

How to get your ad approved

If there's only ONE marketing ad you should put effort into, this is the one.

To help you make the most of the Panorama screen, we've compiled some helpful tips and tricks to guide your design process.

Given the prominent placement of this screen, it's impossible to miss for anyone passing through the student union building. Therefore we want the content to look polished and professional.

Please follow the guidelines we've put together to ensure your ad stands out in the best way possible.

If we have feedback on your design, we'll get back to you via email. And if you need assistance, we'll do our best to help.

How to book

The booking binder is available at the Johanneberg student union building near the mailboxes across from J.A. Pripps (outside the student union management corridor). There are 8 slots available, first come, first serve.

Email your material to:

info@chalmersstudentkar.se

Ads must be submitted at least 7 days in advance for approval.

Display time is 7 days with a minimum 2-week interval between repeated ads or different ads.

All other information can be found in the booking binder.

QUESTIONS?

Reach out to:

info@chalmersstudentkar.se

Hierarchy

Your material will be shown for **10 seconds**, that demands a message that is short, clear and powerful.

How to get there? Use just four pieces of information, with distinct size differences, for easy reading and clear navigation.

1. Headline ***What is it?***

2. Where & when OR other important info

If its a event, let people know where and when it will happen.

3. Call to action

*Read more, apply here,
attend event or similiar
call to actions.*

4. Sender

*Who is
it from?*

See an example on the next page...

Example

Become a
CHARMhost

*Help bring Chalmers
biggest fair to life.*

MORE INFO &
APPLY HERE:



Example

- 1. **Headline**
- *99,9% of the time the biggest element in the picture. The shorter the better.*

- 3. **Call to action**
- *Tell the receiver what to do next.*
- *Remember! QR-codes doesn't have to be this big to work.*

- 4. **Sender**
- *Be clear who's talking.*

Become a **CHARM**host

Help bring Chalmers biggest fair to life.

MORE INFO &
APPLY HERE:



- 2. **Info / other text**
- *Short and informative.*
- *Try thinking this should be the second or third thing the person sees.*

- **Spacious layout**
- *Use the very wide format, not to add more stuff, but to keep the layout spacious, minimalistic and airy.*

- **Picture / graphic element**
- *Catches receiver's eye and make them understand the context.*



Readable design

Lots of colors, pictures and decorative typography is fun but remember to make your designs readable for everyone.

How to get there?

High contrast

Both for color on color, text on color, text on picture and so on.

Spacing & width

Wide text columns are harder to read. Use proper line spacing for better readability.

Margins

Have space between elements to keep design airy and easy to read.

Clear fonts

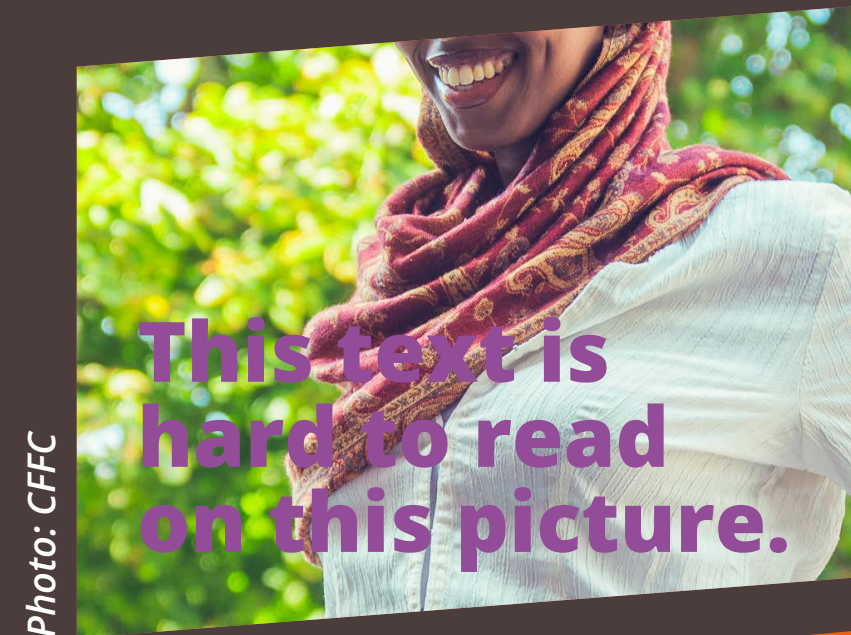
Use easy-to-read fonts for the important details.

Size

People will walk by on a distance, so don't make texts too small.

Short and sweet

Once again, you have 10 seconds to reach out with your message. Keep it short and sweet.



This is too tight and makes it hard to read.



This is too airy to keep track on where you are in the text.



This logo and text would love some more margins here.

*Fun font!
But is hard
to read...*

Use something like this instead for the important details.

Bad contrast

Good contrast

Pictures, videos and animations

Pictures, animations, and videos capture attention quickly, convey messages effectively, and evoke emotions – making your design more engaging and memorable. We will therefore recommend that your design has movement.

What to consider when having photos, animations, or videos in your design:

- *Proper resolution (3840x1080 px)*
- *Elements lasting long enough for the receiver to register and read.*
- *Small animations like a text popping up catches the eye better than a completely still image.*

In need of pictures?

We have our amazing committé CFFC that takes hundres of pictures each year. They probably have what you're looking for. Read their policy on using their pictuers here:

cffc.se/policy

Contact by email: bilder@cffc.se

Need help?

If you need help with your designs, we'll do our best to help as much as our time and resources allow. We can help you with smaller animations, creating templates depending on preferred program, ideas and more. Get in touch:

info@chalmersstudentkar.se