Copeland Hall Lobby Promotion
December 2019

Background:
Copeland Hall, home to OHIO’s College of Business, is a space that is shared by students, faculty, and staff. It also serves as a first impression for external guests including prospective students, employers, international partners, and donors. It’s important that the space represents the college’s brand and personality. Those entering the building experience a welcoming, professional, contemporary environment that clearly communicates our college’s values and a unique #BusinessBobcat experience. The following processes work to maintain the lobby’s intended aesthetic and ensure guests leave Copeland Hall with a positive impression of our facilities.

Tabling:
Any group looking to table in the lobby of Copeland Hall should email cobemployers@ohio.edu. Space is available on a first come, first served basis, and must be reserved in advance.

Banners and signage:
Except in rare cases that promote college-wide events and opportunities for all business students, physical, temporary banners and signage are discouraged in the lobby and elevators. Those tabling are welcome to use temporary signage (e.g. pop-up banners) as long as materials are not affixed to walls or fixtures (using tape, string, etc.). Temporary signage may be approved on a limited basis via request at cobcommunications@ohio.edu. Requests for signs to be posted indefinitely will not be approved. Groups are welcome to post to approved bulletin boards as long as materials are compliant with university policy.

Digital displays:
Digital displays in Copeland Hall are designated, but not limited to the promotion of Ohio University, the College of Business, and activities that benefit business students, faculty, and staff. Displays may be used to:
- celebrate student, faculty, and staff awards, rankings, and news.
- recognize alumni engagement, success, and financial gifts.
- promote academic and professional development opportunities.

There are three display options in the college:
- One large (2x2) screen in the Copeland lobby; this is reserved primarily for college brand messaging.
- Two screens in the Copeland lobby (beside the elevator) that are reserved for shorter term opportunities, activities, and events.
- Two screens in the Career and Student Success Center on the 2nd floor of Copeland Hall; one screen is reserved for advising and career management messaging and one that is reserved for shorter term opportunities, activities, and events (duplicate content from the screens by the elevator on the first floor).
Those looking to promote their organization or activity (on the lobby screen by the elevator and in the Career and Student Success Center suite) should email cobcommunications@ohio.edu to share their information and schedule their content. The following guidelines should be followed:

- High resolution files must be provided in JPEG format, and sized 1920x1080 pixels.
- Files must adhere to OHIO brand guidelines and include an official OHIO logo of the sponsoring department/college.
- File artwork must include a specific date in order to be included in the rotation; this can be an application deadline, information session date, etc. The file will be included in the rotation until that date but not longer than two weeks. New files (with new dates) may be submitted and run consecutively (but not concurrently).
- Third-party brands (logos of employers, Greek organizations, etc.) may be used in artwork as long as they are affiliated with the University in an official capacity.
  - Note that slides having significantly different third-party branding may not be shown at 100% to allow for an added branded frame (by MarCom) that ties the design into the space and other rotating slides.
- Those submitting information should keep “user tasks” in mind (students may be walking to class, waiting for the elevator, etc.) and consider limiting information that can be read from a distance and comprehended in a short amount of time (images rotate every 10 seconds, approximately).
- Content on digital displays within Copeland Hall is subject to approval by the college’s Director of Marketing and Communication and must not be unlawful, harmful, threatening, abusive, harassing, tortious, defamatory, vulgar, obscene, libelous, invasive of another’s privacy, hateful, or racially, ethnically or otherwise objectionable. Those that do not meet that requirement will not be placed. Additionally, the following content will not be published on COB digital displays:
  - Private businesses, political campaign advertisements, or personal advertising (including non-profit causes that are unrelated to a sponsoring OHIO organization)
  - Any information promoting drugs and/or alcohol
- Send all files, requests, and information to cobcommunications@ohio.edu at least three business days in advance of the first day that you would like your information to be shared.