

## Woodlawn United Church Electronic Sign Guideline

It was agreed that these guidelines will be reviewed in 3 months. To be reviewed at the Jan'16 Council meeting.

- The slide rotation cannot be any faster than 20 seconds, as per requirements set down by city bylaws.
- Each slide will have no more than 4 lines of text, although three lines are preferable for maximum readability.
- If the event requires two slides, the title will be repeated on the second slide.
- Maximum readability requires that font choice is carefully selected, the bolder the better.
- Constant slides include:
  - "For more information call [902-434-8302](tel:902-434-8302)"
  - "Worship Sunday 10 AM All are invited"

There are three categories of events that may be advertised on the sign.

1. All events sponsored by Woodlawn Groups (i.e. UCW, Outreach, Worship, and Friends of Accessibility) that the public may attend. For example, a UCW plant sale would be advertised but a UCW Annual General Meeting would not be advertised. Woodlawn events may be either fundraisers or free to the public.
  - Woodlawn United sponsored events may be advertised for a maximum of 1 week prior to the event.
  - On the day of these events, if possible, the sign may be dedicated to advertising that event in rotation with our worship slides.
  - Any groups or events that are held on a regular basis will only be advertised on the sign when registration is being held or if they are having a special event. For example, registrations for Scouts or Time Out for Seniors would appear on the sign, but weekly meetings would not.
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2. Events held at Woodlawn, by non-WUC, non-profit groups, that are both open to the general public and free for the general public to attend, may be advertised on the sign. For example, blood donor clinics can be advertised but exercise classes that have a class fee would not be fall into this category.
  - These events may be advertised for a maximum of 1 week prior to the event.
  - On the day of these events, the sign may be dedicated to advertising that event in rotation with our worship slides (if possible).
3. Community event held at Woodlawn United that are open to the general public may be advertised on the sign if there are still slides available at that time.
  - These events may run 3 days prior to the event.
  - Any groups or events that are held on a regular basis will only be advertised on the sign when registration is being held or if they are having a special event. For example, registrations for Guides, Tai Kwon Do would appear on the sign, but weekly meetings would not.

NOTE: There will be a maximum of 12 slides in rotation at any one time. (This means each slide would have 20 seconds exposure every four minutes). Priority is given to Woodlawn United Church worship, and then Woodlawn United Church events and finally, if there are slides available, outside events may advertise their events.