

Moorpark College Guidelines for Marquee and Message Boards

Moorpark College has two electronic systems to display public announcements. The **Marquee** is located at the corner of Collins Avenue and Campus Park Drive and the **Message Boards** are located throughout campus.

Primary Functions *(in the following order of priority):*

1. Broadcast emergency information. An emergency is a condition that may pose a threat to college or community members, including natural disasters or criminal acts, as defined by college/district administration or local, state, or federal authorities.
2. Announcement of college programs and services including registration information.
3. Promotion of college-sponsored special events.
4. Message boards only: promotion of individual classes.

Style Guidelines Colors & Text

1. Broadcast emergency information: **BLACK** with **RED** text
2. College and special events announcements: **Moorpark BLUE** with **WHITE**
3. College ID slides: **BLACK** with **Moorpark BLUE**
4. Registration or academic information: **BLACK** with **YELLOW** and **BLUE**
5. Text for marquee limited to three lines, and a total of 10 words per slide
6. Text for message boards limited to four lines, and a total of 15 words per slide
7. Text and graphics are subject to editing

Request for Service

1. Submit request one week before start date via online request form
2. Slides may begin a maximum of two weeks from the event date
3. Include date, time, location, and contact information in your submission
4. Submissions are subject to approval; unapproved requests will be returned with an accompanying explanation for refusal

Examples of Appropriate Uses

- Emergency campus closure and class cancellation
- Student Registration, Graduations, Performances, Athletic events
- Special events, such as speaker series
- College Foundation events, such as the scholarship reception

Examples of Inappropriate Uses

- Individual birthday or anniversary announcements
- Political announcements