CougarVision Guidelines

Public Relations has pre-approved CougarVision slide templates available for internal use. Click here to access the template library. Below are a few guidelines to assist you in creating a CougarVision slide to promote your event.

**Content:** a CougarVision slide should have a headline and 10 words or less to describe the event. Think billboard-style text. Less is more. Basic content should include day, date, time, and a brief (10 words or less) description. We can assist with copy development, if needed. Be sure to include contact information like a web address, phone number, and/or email. See sample below.

**Photography:** browse our stock photo library to add student images to your slide. Click here to access.

**Timing:** CougarVision slides run for up to two weeks prior to an event date. The two-week pre-event coverage allows equal visibility for all slides in the rotation. Slides should be submitted three weeks prior to event date to allow time for approvals and scheduling.

**Placement:** slides will appear district-wide at all locations where CougarVision digital signage is available.

**Promotion of Classes:** while we are unable to advertise the hundreds of classes that the college offers, we do allot three slots per semester for promotion of classes on a first-come, first-serve basis. Please note that one slide per department is allowed to accommodate diverse class promotion. Class promo slides also run for a maximum of two weeks.

**Assistance and Approvals:** Tricia Murray (latriciamurray@collin.edu) will facilitate assistance and approvals to post slides.