Totemian Design Guideline

Content Generation Guidelines (16:9 displays)

Totemian Design Guideline

Content Generation Guidelines (16:9 displays)
Based on: Totemian Digital Signage Design Guide, Doc TOT-DG-2025-09-001 v1.4

1. Design Principles

- Simplicity: Keep messages short and clear.

- Focus: Highlight one key message per slot.

- Brand Consistency: Use brand colors, fonts, and logos.

- Quick Readability: Content should be understandable at a glance.

2. Text Size Based on Viewing Distance

- SEGD/OAAA Rule: 2.5 cm letter height readable from 3 meters.

- 15 meters viewing distance:

    - Minimum text height: 12–15 cm (120–150 px)

    - Headline: 20–25 cm (200–250 px)

Font & Size Table

- **EN fonts:**

Recommended Fonts	Distance (m)	Text Height (cm)	Pixels	Font Size (pt)
Arial, Helvetica, Tahoma	5	5–6	50–60	20–24
Arial Bold, Verdana, Open Sans	10	8–10	80–100	36–40
Helvetica Bold, Montserrat, Roboto	15	12–15	120–150	52–56
Montserrat Extra Bold, Impact, Roboto Condensed	Headline 15m	20–25	200–250	72–80+

- **Fa fonts:**

Usage / Suitable For	Suggested Fonts	Features	Recommended Size (pt)
Main Text / Body Copy	Yekan Plus, Iran Yekan, IranSans, Tanin, Kalameh, Farnaz, Hesam	Simple, readable, formal	70–120
Headline / Short Message	Sahel, Titr, Snap, Yalda, Shabnam	Modern, eye-catching, highly readable	60–110
Advertising / Logo Design	Dima, Casablanca, Isfahan, Mina, Nasta'liq Shekasteh, Sepahbod, Laleh Zar, Sogand, Beirut	Curved, artistic, distinctive	60–120

Totemian Design Guideline

Content Generation Guidelines (16:9 displays)
Based on: Totemian Digital Signage Design Guide, Doc TOT-DG-2025-09-001 v14.

Notes:

- Designers will receive on-site photos to refine sizes per actual mounting and traffic flow

- Keep line length short: 3–7 words per line, max 2 lines for headline

- Maximum 7 words per slot for impact and legibility

Typography Spacing

For digital signage content in portrait (9:16) format, line spacing should be set between 120–140% of the font size, with 130% recommended for optimal legibility. Letter spacing should be slightly increased (+2–5%) to compensate for viewing distance, while word spacing should remain close to the font default to preserve reading flow.

Typography Spacing Standards (Recommended)

Item	Recommended Value
Line Height	130% of font size
Letter Spacing	+2% - +5% (Bold: +4% - +8%)
Word Spacing	100% - 120% default

3. Color & Contrast (High Contrast)

- White (#FFFFFF) on Black (#000000)

- Yellow (#FFD700) on Navy (#1C293A)

- Black (#000000) on White (#FFFFFF)

- Fluorescent Green (#CFFF5E) on Dark Gray (#2B2B2B)

- Red (#FF0000) on White (#FFFFFF) for alerts/promotions

- Avoid low contrast combinations (e.g., light gray on light blue).

4. Layout, Safe Areas, and Graphics

Safe Area

- Keep all essential text and key visuals at least 150 px from every edge.

- The Totemian logo and time display are fixed at the top-left and occupy 150 px height; avoid placing text or CTAs underneath or directly to the right within this band.

Resolution and Imagery

- Minimum asset quality: Full HD (1920×1080).

- Use vector logos; avoid compression artifacts; enhance image sharpness for long-distance readability.

Totemian Design Guideline

Content Generation Guidelines (16:9 displays)
Based on: Totemian Digital Signage Design Guide, Doc TOT-DG-2025-09-001 v1.4

Composition Guidance

- Use a clear focal point and avoid clutter.

- Apply a simple grid (3×3 or 4×4) to align headline, imagery, and CTA.

- Keep backgrounds clean; avoid busy textures behind text.

Accessibility – Color Blindness

- Avoid color combinations problematic for color-blind viewers (e.g., red/green, blue/purple).

- Ensure strong brightness contrast and support readability with secondary cues such as icons or shapes.

Animation Guidelines

- Keep motion simple and smooth; avoid distractions.

- Recommended duration per slot: 5–8 seconds.

- Transitions: 300–600 ms; avoid flashing or strobing.

- Limit design to one animated element at a time for clarity.

Mounting Context

- Some displays are ceiling-mounted; others are wall-mounted near coffee bars or water coolers.

- Designers will receive on-site photos so they can adjust text size, contrast, and layout based on real-world viewing distance and angle.

5. Content Rules & Policies

- No offensive, illegal, or culturally inappropriate content.

- Must fit the cultural context of the location.

- Avoid flashing or distracting visuals.

Note:

Maximum 7 words per slot for readability and impact.

Copywriting checklist

- One idea per slot

- Plain language and short words

- Numerals over words for numbers when space is tight

- Ensure brand voice consistency

Totemian Design Guideline

Content Generation Guidelines (16:9 displays)
Based on: Totemian Digital Signage Design Guide, Doc TOT-DG-2025-09-001 v1.4

Copyright & Content Responsibility

All advertising content submitted for display must be legally owned by the advertiser or used with valid licenses and permissions. Totemian acts solely as a media display platform and does not verify copyright or intellectual property rights. Full responsibility for content compliance remains with the advertiser. For full legal terms, refer to Totemian **Terms & Conditions.**

6. Submission and review

Delivery

- Email, OneDrive, or Google Drive are accepted
- Send a low-weight preview first to expedite review

Final deliverable

- MP4, 1080p, H.264 recommended, 20–30 fps
- Safe audio-off default; only include audio if explicitly requested

File naming

- ProjectName_Creative_Version_Date.mp4
  - Example: SpringSale_Hero_V03_2025-09-12.mp4

Review checklist

- Safe areas respected and top-left 150 px band stays clear
- Contrast meets targets; text sizes match viewing distance
- Total duration 5–8 s; motion smooth and non-distracting
- Brand assets correct and licensed

7. Sections elaborated for clarity and improvement

- **Text sizing methodology**
  - Use the 2.5 cm per 3 m rule to estimate letter height, then map to pixels using provided ranges. When in doubt, size up for legibility.

- **Contrast criteria**
  - Use high-contrast color pairs and verify with a contrast checker during design handoff. Favor light text on dark or dark on light backgrounds.

Totemian Design Guideline

Content Generation Guidelines (16:9 displays)
Based on: Totemian Digital Signage Design Guide, Doc TOT-DG-2025-09-001 v1.4

- **Safe area and fixed UI elements**

  - Treat the top-left 150 px as reserved for system UI. Maintain a 150 px padding on all edges for essential content to avoid cropping and glare.

- **Animation discipline**

  - Keep transitions within 300–600 ms and limit concurrent animated elements to one. Avoid flicker frequencies between 3–55 Hz to reduce seizure risk.

- **Mounting scenarios**

  - For ceiling-mounted screens viewed at longer distances, use headline sizes at the high end of the range. For close placement, keep contrast high and simplify details.

- **Handoff quality**

  - Provide both the preview and the final MP4 with the exact filename schema. Include a JPG keyframe at 1920×1080 for quick approvals.

8. Quick-start template

- Headline: 3–7 words, 200–250 px at 15 m

- Support line: optional, 120–150 px at 15 m

- Visual: one strong image or icon

- CTA: optional, concise verb+noun

- Duration: minimum 7.5 s total, single gentle transition

9. Designer handoff package

- MP4 1080p final + one JPG keyframe

- Source file with fonts outlined or links to licensed fonts

- Color list with hex values used

- Notes on intended viewing distance and mounting context