

ROLL DOWNS

MAKE YOUR BEST ROLLDOWN YET

What's required on a rolldown? What can I do to make my rolldown stand out? We start with the basics and add a few tips to help you out.

Rolldowns are a visually effective way to communicate your event or program in the Student Center or Pigott Atrium. Make sure to check in with a Student Involvement Assistant (SIA) if you ever have any questions, need support, or advice while creating your masterpiece! Remember that rolldowns can only be up for a limited time so make sure you plan ahead. We're here to help!

THE "MUST HAVES" ON ADVERTISEMENTS

CONTACT INFORMATION

All advertising must have the name of the sponsoring organization or group, the nature of the event, the date, time, location, cost if any, and a contact number and/or email address.

CATHOLIC + JESUIT CONTEXT

All advertising must be coherent with the Catholic and Jesuit ideals, values, and teachings. If you have questions about this, please visit the CSI office in the Student Center 350 or email us.

INCLUSIVE LANGUAGE

Advertising which denotes sexist or racist overtones, has prejudicial messages, suggests violence and/or discrimination towards others in its message, content or program format will not be approved.

ALCOHOL/DRUG REFERENCES

References to the promotion of alcohol and/or illegal drug use are not allowed. This includes imagery like beer or wine glasses and/or references to drug usage or any kind.

DESIGNED FOR SUCCESS

Rolldowns are permitted in the Student Center and Pigott Atrium. Remember: *In the Student Center* only 6 ft. banners (in length) are allowed above the Hub Desk and above Campus Ministry *In Pigott Atrium*, 3 ft. by 5 ft. banners are allowed to be hung on bannisters.

When hanging your rolldown, make sure that it's hung up straight. Crooked signs can detract from viewers seeing your message. Need help? Ask a SIA to be a second set of eyes!

Remember to mention that your club is on ConnectSU. Need a sticker for your Rolldown? We have them!

PRO TIP: Leave 6 inches at the top so you can fold and tape down during installation.

STANDARD (STCN)
3 FEET x 6 FEET

STANDARD SQUARE
6 FEET X 6 FEET

PRO TIP: Rolldowns take about an hour to plan, paint, construct, glue, and complete.

PRO TIP: Remember to put contact information for your event on your rolldown.

Plain ol' rolldown

**STAND
OUT!**

Same ol' thing

PRO TIP: Outline what you want the rolldown to say before starting. It will save you time!

LONG (STCN)
3 FEET X 14 FEET

DOUBLE LONG
6 FEET X 14 FEET

PRO TIP: Keep your message simple and to the point. You only have a few seconds to make a big impact.

PRO TIP: Add images to your rolldowns so they stand out from the crowd.

PRO TIP: Ask for input from a SIA. They've seen it all. Ask them for advice or encouragement.

PRO TIP: Use multiple methods—dye cut letters + paint—to make your rolldowns more visually interesting.