

Joint Base Charleston Marquee Submission Standards

Purpose: Ensure marquee messages are safe, readable, and effective for a high-traffic driving environment while giving clear and measurable standards.

Bottom Line: If the message cannot be understood in one glance, it is not marquee-ready.

1. Message Length

- 25 words or fewer
- Readable in 3–5 seconds at 25–35 mph
- Maximum of 15 words per line

2. Imagery

- No photos of people (faces, bodies, uniforms, crowds)
- Maximum 2 icons or graphics per slide
- Icons must be simple, flat, and non-animated

3. Graphics & Visual Density

- At least 70% of the slide dedicated to text
- No background images, patterns, gradients, or textures
- No animations, motion, scrolling text, or transitions

4. Color & Brightness (Day and Night Safe)

- Limit 2–3 colors total per slide
- No neon, fluorescent, or highly saturated colors
- No white or light backgrounds (nighttime glare risk)
- High-contrast color pairings only

6. Font & Legibility

- Sans-serif fonts only
- Text must occupy at least 60% of vertical screen height
- No italics, outlines, shadows, or decorative fonts

7. Duration & Relevance

- Submissions must include start and end dates
- Maximum display period: 7 days (unless commander-directed)
- Message must have installation-wide relevance

Accessibility & Contrast Standard

- WCAG AA Compliance
 - All marquee text must meet WCAG AA (Web Content Accessibility Guidelines – Level AA) standards
 - Minimum contrast ratio: 4.5:1 between text and background
 - Why this matters
 - Improves at-speed readability in sunlight, rain, and low light
 - Reduces driver distraction and eye strain
 - Supports accessibility for individuals with low vision or color sensitivity
 - Color guidance
 - ✓ Light text on dark backgrounds (black, dark blue, charcoal)
 - ✓ Yellow text on black
 - ✗ Red on dark backgrounds
 - ✗ Blue on black
 - ✗ Light text on white or light backgrounds
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Submission Enforcement

Incomplete or non-compliant submissions will be returned for revision