# Resources for Introducing the Campus-Wide License: Information and Guidelines for Use

Unlimited access to MATLAB, Simulink, and online learning resources is available at your university/institution. Use some or all of the materials provided here to let everyone know they can download and start using the tools today.

## Download All Content

* Selecting this button will download a zip file containing image files, sample content, and templates for all of the predesigned materials (digital signage, news article/press release, postcards, posters, screen saver, and web banners). See the guidelines below for updating the text in each one and adding your university/institution logo.

## Design Assets

* The Design Assets file contains image files and sample content. Use these assets if you prefer to customize any of the predesigned templates, or create your own materials.

## Digital Signage

* Prior to using, update the first slide with your university/institution name, logo, and MATLAB portal link. (Consider using a URL shortener to simplify access to the portal. If applicable, you may include instructions for locating the portal using a web search: “Open a web browser and search ‘MATLAB + [insert university/institution name]’ for your school’s page.”)
* Space is available at the bottom of the first slide to include IT center or software administrator contact details.

## News Article/Press Release

* Prior to distributing, update the file where indicated with your university/institution name and MATLAB portal link.
* Suggested text for a subject line and preheader is included in the file for use when sharing the information via email.

## Postcards

* These postcards are set to print at 4 x 6 inches.
* Two versions are provided—one includes information on the Campus-Wide License and accessing the software; the other features Campus-Wide Online Training.

### Campus-Wide License Postcard (Campus)

* + Prior to printing, update the file with your university/institution name, logo, and MATLAB portal link. (Consider using a URL shortener to simplify access to the portal. If applicable, you may include instructions for locating the portal using a web search: “Open a web browser and search ‘MATLAB + [insert university/institution name]’ for your school’s page.”)
  + The QR code placeholder will need to be replaced with a QR code that directs to your university/institution MATLAB portal. Delete the placeholder if you choose not to use a QR code.

### Campus-Wide Online Training Postcard (Training)

* + Prior to printing, update the file with your university/institution name and logo.
  + The QR code included on the poster directs to the [MathWorks Campus-Wide Online Training site](https://www.mathworks.com/academia/targeted/online-learning.html) and does not need to be customized.

## Posters

* These posters are set to print at 8.5 × 11 inches or A4.
* Two versions of each size are provided—one includes information on the Campus-Wide License and accessing the software; the other features Campus-Wide Online Training.
* The banner image at the top of each poster can be customized. Optional replacement banners are included on the second page of each file. Here are instructions for swapping in a different banner:
  1. Select and delete current banner.
  2. Copy desired banner from replacement banner page.
  3. Paste replacement banner on main slide; drag to correct position. (Do not stretch or alter the image.)
  4. Select banner; in Format tab at top of page, in the Arrange section, click Send Backward.

### Campus-Wide License Poster (Campus)

* + Prior to printing, update the file with your university/institution logo and MATLAB portal link. (Consider using a URL shortener to simplify access to the portal. If applicable, you may include instructions for locating the portal using a web search: “Open a web browser and search ‘MATLAB + [insert university/institution name]’ for your school’s page.”)
  + The QR code placeholder will need to be replaced with a QR code that directs to your university/institution MATLAB portal. Delete the placeholder if you choose not to use a QR code.
  + Space is available above the MathWorks logo to include IT center or software administrator contact details, if needed.

### Campus-Wide Online Training Poster (Training)

* + Prior to printing, update the file with your university/institution name and logo.
  + The QR code included on the poster directs to the [MathWorks Campus-Wide Online Training site](https://www.mathworks.com/academia/targeted/online-learning.html) and does not need to be customized.

## Screen Saver

* Before using, update the file with your university/institution logo where indicated.

## Social Media

* Several sample messages, images, and links are provided for sharing information about the Campus-Wide License. Simply update with your university/institution name as needed before posting to Facebook, LinkedIn, Instagram, Twitter, or other social media accounts.
* Tips for creating your own social media content to let everyone know they can download and start using the tools today are also included in the file.
* In addition, you are encouraged to share messages from MathWorks social media accounts.

## Web Banners

* Web banners are provided in both PNG and JPG format in several common sizes, as indicated in the file names.