



Design Specifications | Creating optimum artwork for digital billboards

Physical size of your sign: _____ tall x _____ wide
 Matrix of your sign (in pixels): _____ tall x _____ wide
 Pixel pitch: 12mm E-16mm 16mm
 19mm 25mm 35mm

For artwork image quality, we recommend:
 Multiply your sign's matrix by:
 Artwork size will be (in pixels): _____ tall x _____ wide
 A(n) _____ pixel character will be 1 foot tall.
 Characters per line*: Lines per frame*:

FILE FORMAT

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Resolution: 72 dpi is adequate. Because message centers have a fixed pixel spread, DPI is technically irrelevant.
- Physical size of artwork is also a non-factor. Focus on the actual pixel dimensions (height and width) of the artwork.

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct.

- Avoid spelling out complete sentences. Don't use eight words when four will do.
- Stick with shorter, simple words to maximize quick comprehension by motorists.
- A single message idea will read quicker and more easily than trying to combine multiple offers.

KEEP IT BIG

Large text will allow motorists to see your message from a greater distance. If your text is too small, it will be too hard to read.

Your audience is then likely to disregard your messages entirely. Although capable of much smaller, we recommend a 12" character as a minimum.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BAD GOOD **BEST**
 sans-serif

BAD GOOD **BEST**
 serif

KEEP IT COLORFUL

High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. Refer to the samples below for many of the best text color vs. background color combinations for your electronic sign.



*Based on the letter "I" and using the Watchfire font "Standard" at size 7.