



Digital Billboard Specs

FILE FORMAT

Digital graphics are produced in the RGB color profile. CMYK is a profile for print-ing with less colors available, and does not allow for the same color vibrancy. Digital screen resolution is 72 DPI (dots per inch) as opposed to printing with 300 DPI.

Send your completed design as a JPG, BMP, or PNG

MATRIX OF YOUR SIGN (pixels):

Display Size » Pixel Dimensions »

14' x 48'	400 x 1404
12' x 24'	320 x 672
11' x 30'	336 x 896
10' x 20'	228 x 576

KEEP IT SIMPLE

For the most effective message with your digital sign remember, 'less is more'!

- Don't use too many words. If you can say it with fewer words, use fewer words. Most drivers have less than 7 seconds to read your message, some stop at 5.
- Don't use complete sentences. Use simple and easy words to give drivers a chance to comprehend
- Use a single offer or message to achieve maximum comprehension.

MAKE IT LARGE

The larger the font and/or Logo, the easier it will be to read from a greater distance. If the text is too small it will be difficult to read as the driver approaches. Ideally the font or logo will be 2' to 3' at full size. We would recommend a minimum of 12" if you chose to use a smaller font.

FONT CHOICE SUGGESTIONS

If you can avoid using thin fonts and/or most script fonts that would be best. Thin and italic fonts are hard to read at a distance. To make words stand out, the best option is using a bold font.

BAD Sans Serif | GOOD Sans Serif

BAD Serif | GOOD Serif

COLOR & CONTRAST

The following 10 color combinations for outdoor design represent the best use of color contrast for readability. The chart evaluates primary and secondary colors, taking hue and value into account. Example one is considered the most legible color combination.

