



DIGITAL SPECS

JPG file
384 x 1408 px
RGB color mode

Designing for Digital Tips:

Clear, Brief Message

- As with all billboards, the audience has limited time to comprehend your message.

Legible Font Styles

- Large, bold, simple fonts are easiest to read.
- Led signs have limited pixels. Small text does not render well on digital displays.
- Use abbreviations to shorten messages.
- Reserve all caps for headlines and short text.

Bold Images

- Digital can reproduce photo-realistic images that pop off the screen. Take advantage of images and reduce the need for text.

Strategic Use of Color and Contrast

- Primary complimentary colors work best.
- Pastels and light shades are often lost.

Limit White Backgrounds

- White is great for printed backgrounds. On digital, white is created by blending the Red, Green and Blue diodes together at high output. This generates more environmental light as a background and can make messages harder to read.