

## CREATIVE GUIDELINES FOR YOUR DIGITAL BILLBOARD ARTWORK

### FILE SPECIFICATIONS:

- Size: 384 pixels high x 1408 pixels wide
- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png

### FONT AND COLOR TIPS:

Some useful things to remember about designing for digital outdoor is color and font selection. It is important that your ad not only be relevant, but also clear in communicating.

One of the most common mistakes is color use between background and foreground elements. Colors that are high in contrast tend to draw the eyes attention, while colors of similar shading and hue tend to blend together and get lost.

Another common mistake is font selection. Choose bold fonts, typically Sans Serif font styles that are strong and heavy, and can be viewed from greater distances. Serif fonts are useful in long bodies of text but less effective on short messages designed for impact.

### CHOOSING SUPPORTING PHOTOS:

Selecting photos is as important as any other element in your design. Choosing photos that are over busy will lose your message and may get lost when combined with supporting text. It is best to choose a photo that is simple, high in detail and has good color range and contrast.



### COLOR GUIDE:

YES	NO
YES	NO
YES	NO
YES	NO
YES	NO

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789**

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ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
0123456789