

Design Specifications | Creating optimum artwork for your digital billboards

The physical size of your sign: 14' tall x 48' wide
 Matrix of your sign in pixels: 208 tall x 752 wide
 Pixel pitch: ○ 12mm ○ E-16mm ○ 16mm
 ◎ 19mm ○ 25mm ○ 35mm

For artwork image quality, we recommend:
 Multiply your sign's matrix by: 2
 Art work will be in pixels: : 208 tall x 1,504 wide
 A 32 pixel character will be 1 foot tall.
 Characters per line*: 150 Lines per frame*: 26

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 the artwork is also a non-factor. Focus on the actual pixel dimensions, height and width of the artwork.

Keep it Simple

The first step in 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 message entirely. Although capable of much smaller type, we recommend 12" characters as a minimum.

Keep it Clean

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thine 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

Best GOOD BEST
 serif

Keep it Colorful

High 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.

