

Design Specifications | Creating optimum artwork for outdoor on-premise displays in Ignite OPx

| | |
|----------------------------------|---------------------------------|
| Matrix of your sign (in pixels): | _____ tall x _____ wide |
| Pixel pitch: | 6mm 16mm |
| | 8mm 19mm |
| | 10mm |

For artwork image quality, we recommend:

Design at your sign's matrix size:

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 - STILL IMAGES

- JPG, GIF, PNG for still image content at 100% quality; Use RGB color, not CMYK.
 - Transparent images are supported in GIF and PNG formats.
- h.264 MP4 for animated/video content.
- Resolution: Use 72 dpi. 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.
- MP3, WAV and WMA for audio.

KEEP IT SIMPLE

The first step to creating effective messages with your digital sign is to keep the wording short and succinct. Avoid using complete sentences. Don't use eight words when four will do. Stick with short, simple words for quick comprehension by motorists. Each message should present a single idea. This reads faster than trying to fit multiple offers on a message.

KEEP IT BIG

Large text allows motorists to see your message from a greater distance and increases impressions. If your text is too small, your audience won't have sufficient time to read and comprehend the message before driving by. Although capable of much smaller text, we recommend characters at least 12" tall.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Thin character strokes don't maintain legibility over long distances. Use thick, heavy fonts to increase readability. Bolding your font is an excellent way to add weight to your message.

BAD GOOD **BEST**
 sans-serif

BAD GOOD **BEST**
 serif

KEEP IT COLORFUL

High color contrast is a key design element. Like large text, the right color combinations can make your messages more legible from a greater distance. Text and background colors should combine in a way that is pleasing to look at and lets your messages be easily read. Refer to the samples below for many of the best text and background color combinations for your digital sign.



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