

DIGITAL CREATIVE SPEC SHEET

601 COLLEGE ST CLARKSVILLE TN 37044

216 X 792

SIZE IN PIXELS

File Specs:

Size: Based on resolution of screen - use actual pixel matrix

Resolution: 72 ppi

Color mode: RGB

Format: Jpeg

Reading:

1" of text height = 50' reading distance

Example - 30" letters = 1500' distance

15" letters = 750'

Design:

1) Use readable fonts, bold, avoiding the ornate

2) Use high contrast

TIPS



Effective Fonts & Type

It is critical to any design to select fonts that are easily read from a variety of viewing distances. Long messages should utilize both upper and lowercase character sets. ALL CAPS should be restricted to short messages and headlines. Keep text to a minimum to be the most effect. The benefit of digital outdoor is you aren't restricted to contain so much information on one static graphic. Utilize the campaign capabilities to deliver a more effective broader message.

Large bold simple type styles are the easiest for your audience to read and comprehend. Abbreviations or icons can be used to replace certain directional copy. Websites are no longer required to use the prefix www which conserves space and presents a cleaner canvas.

San Serif Font Family:

**ABCDEFGHIJKLMN
OPQRSTUVWXYZ
0123456789**

Serif Font Family:

ABCDEFGHIJKLMNO
PQRSTUVWXYZ
0123456789

