



DIGITAL SPECS & DESIGN GUIDELINES

SIZE	ARTWORK SIZE IN PIXELS	RESOLUTION
10'X36'	288H X 1120W*	72 DPI
14'X48'	416H X 1504W*	72 DPI
20'X60'	608H X 1888W*	72 DPI
19'6"X60'	608H X 1888W*	72 DPI

File Size: Under **1MB** Acceptable File Format: **JPG** Color Code: **RGB (no CMYK)**

* At this size, a 32 pixel character will be 1' high. No bleed necessary.

KEEP IT SIMPLE

The first step to creating effective messages with your electronic artwork is to keep the wording short and succinct. Avoid spelling out complete sentences. Don't use eight words when four will do. Industry Standard is eight (8) words or less. 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. Avoid using landscapes or complex scenes. (3 visual elements or less: 1 image, 1 logo and 1 headline)

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 hard to read. Your audience is then likely to disregard your message entirely. Although capable of much smaller, we recommend a 12" character as a minimum. Three foot text, and larger, would be optimum.

KEEP IT CLEAN

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

BAD **GOOD** **BEST**
(serif)

KEEP IT COLORFUL

High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. **AVOID WHITE, PALE OR NEUTRAL COLOR BACKGROUNDS.** As a rule, most bright/light colors work best on dark/black backgrounds.

