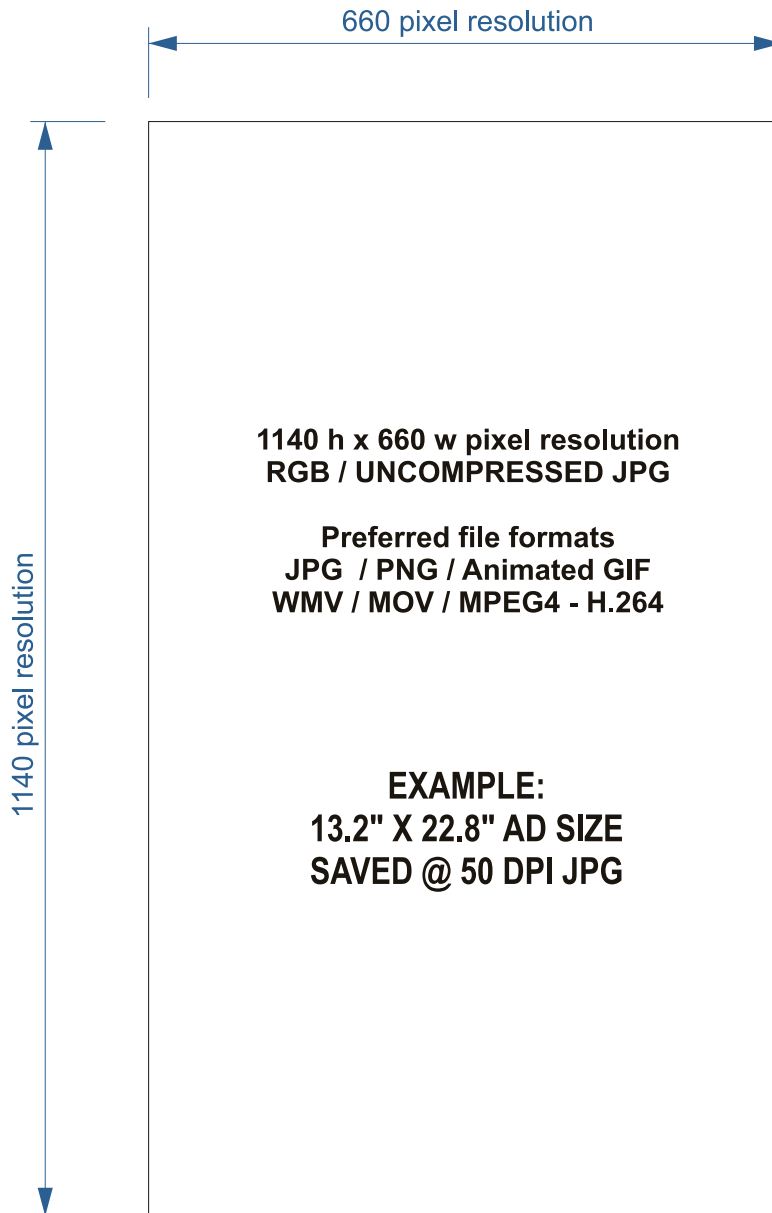


DIGITAL ART GUIDELINES



DIGITAL ART GUIDELINES

Design Simply

Try to isolate a single message or concept and avoid complex background templates. Keep copy to 7-10 words total.

Use the Rule of Three as a guide:

One Message, One Graphic, One logo.



Text

Use non-serif bold fonts. Thin lines will blur at a distance making messages illegible while sans serif fonts will ensure optimum communication of the message in the advertisement. **Stay away from ornate fonts and opt for a simple font** at least 30-40 pixels in design height.

Colors

Be bold and think bright colors. Avoid complementary colors with similar values that will blur images. Bold backgrounds with rich color render well during the day while other web-safe pastel hues may be perceived as more lively after the sun goes down.

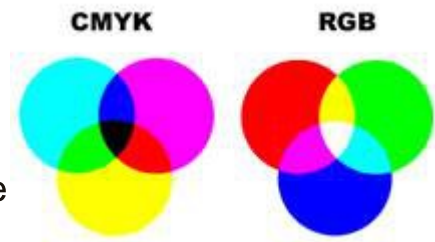
Design with Contrast

Advertisements should be bold with high contrast. Consider adding outline strokes to copy and avoid neutral backgrounds. **Create the illusion of depth by placing flat copy into 3D space and using shadows to define the space.**

DIGITAL ART GUIDELINES

Understanding RGB

Digital Displays produce color through an additive process, RGB, producing a wide variety of colors simply by adding varying amounts of red, green, and blue. When all three colors are combined they will produce white which differs from the CMYK subtractive color method used in print. **All PMS specific colors should be converted to RGB.**



Black v. White

The color black is rendered with the absence of light utilizing the standard black background for which the diodes are mounted however, in order to produce white all three colors must be producing maximum brightness. This can cause a varying tint to the white as well as over power surrounding colors causing them to consequently washout. **Predominately white backgrounds should be avoided.**

Video

Advertisements may contain simple live motion backgrounds or full motion video. Full motion video is requested to be kept to less than 2 seconds of any single 8 second advertisement. Utilize the creative opportunities that the digital LED display allows with video to communicate a more memorable message.