

# CREATIVE GUIDELINES FOR YOUR DIGITAL BILLBOARD ARTWORK

## FILE SPECIFICATIONS:

Size: 140 pixels high x 260 pixels wide  
Color Mode: RGB  
Resolution: 72 PPI  
Supported File Types: JPG, BMP, PNG

## FONT AND COLOR TIPS:

Color and font selection are critical things to consider when designing for digital outdoor creative. It is important that your ad be relevant and communicate its message clearly.

## COLOR TIPS:

One of the most common mistakes is color use between background and foreground elements. Colors that are high in contrast tend to draw the eye's attention while colors of similar shading and hue tend to blend together when viewed at a distance.

### COLOR GUIDE:

|            |           |
|------------|-----------|
| <b>YES</b> | <b>NO</b> |
| <b>YES</b> | <b>NO</b> |
| <b>YES</b> | <b>NO</b> |
| <b>YES</b> | <b>NO</b> |
| <b>YES</b> | <b>NO</b> |

## FONT TIPS:

Another common mistake is font selection. Choose bold fonts. Typically, Sans Serif font styles that are strong and heavy, can be viewed from greater distances. Serif fonts are useful in long bodies of text but less effective on short messages designed for impact.

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

### SANS SERIF FONT BOLD:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

## CHOOSING SUPPORTING PHOTOS:

Selecting photos is just as important as any other element in your design. Images that are busy will cause the ad's message be lost when combined with supporting text. It is best to select an image that is simple, high in detail and has good color range and contrast.

### IMAGE GUIDE:

