



## STRINGER BILLBOARDS, LLC

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## Hattiesburg Digital Billboard Artwork Guidelines

520 Width

160 Height



### CONTENT SPECIFICATIONS

Composition size: 520 pixels (W) by 160 pixels (H)

Color mode: RGB

Resolution: 72 dpi (Use high-resolution assets)

Preferred file formats: PNG, JPEG

Pixel aspect ratio: square pixels

### CONTENT BEST PRACTICES FOR LED DISPLAY

All advertising mediums have their own set of rules and best practices and LED advertising is no exception. Just like print, web, and broadcast advertising have guidelines, LED advertising does as well. This information is to assist you in creating a successful digital campaign that maintains your brand and wins the glance.

**Getting Started:** It is best to create content in the same pixel by pixel dimensions of the display. We understand the pixel size of the display can seem impossibly small when designers are not used to this technology. It is possible to work in a size up to three times the pixel size of the display. Just make sure your completed piece is re-sized to 520 (W) by 160 (H) pixels.

**Colors:** We recommend using rich, vibrant, saturated colors on the display. Also, be sure there is a great deal of contrast between the background and the message/ image. Rich colors evoke a stronger emotional response from your viewers. Even though the display is capable of creating any color, **lighter colors** and **low contrast** messages will appear **soft or blurry**. We recommend **avoiding white backgrounds** since LED displays use emitted light. If too many pastels or white backgrounds are used, your content can actually repel the viewers eye, especially in low-light conditions.

**Text:** Simple. Bold. Brief. You have to remember that your audience is in motion and will be glancing up at the display. If you make your message concise and bold, your content will be more easily understood in a glance. We recommend using the least amount of text/wording possible and to use a graphic or image to tell a part of the story whenever possible. It also helps with contrast to place a drop shadow or a dark outline around the text to separate it from the background.