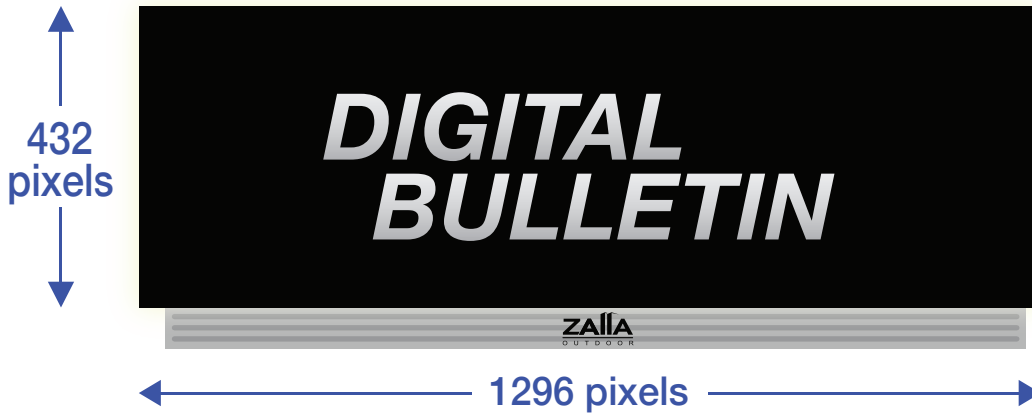


Artwork Specifications



FILE DIMENSIONS

432px x 1296px

RESOLUTION

72 DPI

FILE SIZE

Cannot exceed 1MB

FILE TYPE

Uncompressed JPEG

COLOR MODE

RGB

SUBMIT ARTWORK TO

Shannon@zallaoutdoor.com

Billboard Guidelines



MAKE THE TEXT LARGE

Outdoor designs should be simple, clear and easy to read. Digital bulletins should be legible from 600 feet away.

STICK TO ONE MESSAGE OR IDEA

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to it's essential elements.

BE SHORT AND SWEET

Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend six words or less for the headline. Keep the words short for faster comprehension.

COLOR

Use only rgb color files for digital displays. Design as you would for a website, tv or computer monitor.

AVOID WHITE BACKGROUNDS

To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.

PICK YOUR IMAGE WISELY

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

FORGET ABOUT WHITE SPACE

White space does not apply in outdoor like in printed material. Increase your logo, font sizes and imagery. Having unused visual space at 300 - 600 feet is not recommended.

USE BOLD, NON-SERIF FONTS

Always use large, legible typefaces. At 600 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

TEST YOUR IDEA

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

USE BRIGHT, BOLD COLORS

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

DESIGN WITH HIGH CONTRAST

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



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