



Washington Street Community Event Sign Graphic Requirements

IMAGE RESOLUTION

Your image (ad) should maintain a pixel ratio between 1200 (wide) x 514 (height)

FILE FORMAT

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK
- Resolution: 72 dpi is adequate

KEEP IT SIMPLE

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct.

- Avoid spelling out complete sentences. Don't use eight words when four will do.
- 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.

KEEP IT BIG

Typically, an LED sign's target audience consists of passing motorists traveling anywhere from 25 to 65 miles an hour. Keep your message's text large. Larger text makes your message easier to read by motorists at a greater distance, which means it's less distracting and more noticeable. Although your sign might be capable of smaller text, plan to use a minimum 12-inch character for optimal viewing distances.

KEEP IT CLEAN

Avoid using thin fonts as well as most script fonts. Stick with thicker fonts that maximize readability. We recommend keeping the bold feature on and using all capital letters and a black outline around all text whenever possible. Capital, bold letters use more pixels to create the letter which means they are usually much easier to read from a distance.

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. Refer to the samples below for many of the best text color vs. background color combinations for your electronic sign.

