DIGITAL DISPLAY - BULLETIN

1400px

400px

If you prefer to download a template in .PDF or .TIFF format, go to: LamarGraphics.com / Templates / Digital Templates.

LIVE AREA

ART SPECIFICATIONS

Pixel Dimensions / Resolution

Autoscale templates are designed to help maximize image quality and improve scalability across our digital network regardless of display size. Most displays are eligible to use the autoscale templates. This particular panel size is eligible for the autoscale bulletin template.

The pixel dimensions are as follows:
400 pixels high by 1400 pixels wide at 72 ppi.

Compatible Software

Adobe: Photoshop, Illustrator, InDesign

Acceptable Formats

Save all RGB artwork as a .JPG, .BMP or .GIF format at maximum quality. NO ANIMATED GIFS. Submit the file to your Lamar representative for uploading.

Color Matching

Create in RGB color Mode. For best color matching results, convert to the sRGB color profile.

DESIGN TIPS

Color

Digital Displays produce color through additive process, RGB, instead of the subtractive method, CMYK. Colors are produced when adding varying amounts of red, green and blue. White is produced when all three colors are combined. In many cases, one color may slightly over power another, giving the whites on a digital display a tint of either red, green or blue. Black is the total absence of color in this processand is usually displayed by the backing of the display. When creating black, make sure your values are R-0 G-0 B-0. Convert all PMS colors to RGB.

Rich, bold background colors work better during the day, while pastel backgrounds are more vibrant at night.

Text

Block, bold and simple fonts work best on digital. Do not overcrowd or use extremely thick, thin or ornate fonts. Readable text should be at least 15" in height.

Design

Choose one message or idea. The key to effective out-of-home is brevity. Choose graphic elements with a strong focal point. Use readable fonts and contrasting colors.