

How to Create a Digital Billboard Message

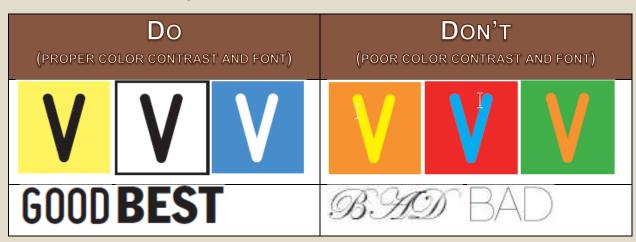
Digital billboards should have three pieces of content: a **headline** or **tagline**, a **logo**, and an **image**. The goal is to have a finished product that can be interpreted in 5 to 10 seconds and can be seen from a far distance.

Images

One large image

Message

- Tagline or Headline
- Be concise; Maximum of 10 words (consider the audience is viewing at a glimpse while traveling 65mph)
- Include strong contrast; avoid complimentary colors
- · Utilize bold, large-size font
- Sans-Serif type, simple fonts is recommended
- Case capital lettering (Avoid all caps)



Quick Tips:

- Use short words
- Increase line thickness
- Be Bold!
- Simplify everything: message, text, images!
- Review print sample from 15 feet away to simulate view from roadway
- View print sample for 5 seconds to simulate passing along 101

Digital Specifications

- ✓ File Size: 200px height by 704px width
- √ File type: uncompressed jpg
- ✓ DPI: 72 default
- ✓ Color mode: RGB or CMYK

Message Example:

