DESIGNING FOR
DIGITAL

FORMETCO ®

DESIGNING FOR DIGITAL

We always want your Formetco digital display to look its best! But designing for digital outdoors can create its own set of challenges when transitioning from a traditional outdoor platform. While traditional ads require all relevant information to be incorporated into one design, digital provides the option to show several messages with a smaller amount of information in a series of rotations. This allows you to create brief, visually interesting, multi-message digital designs that are easy for your audience to see and remember.

"GOOD DESIGN
IS GOOD BUSINESS"

Thomas John Watson, Jr.
President of IBM

COBB GALLERIA CENTRE

FORMETCO®

THE PURPOSE OF THIS GUIDE

This guide is intended for content designers looking to gain a general understanding of developing artwork for digital out-of-home. Since digital advertising is unlike traditional print advertising, it should be approached differently due to the unique qualities of the medium.

WHY IS ADVERTISING ON A DIGITAL BILLBOARD DIFFERENT?

A digital billboard is comprised of a sophisticated assembly of LED pixels that are capable of competing with surrounding ambient light. Because the display uses diodes to project the light outward instead of using a traditional light source for illumination (such as a light fixture on a static billboard), special design attention must be paid.

WHAT CONTENT IS BEST FOR DIGITAL BILLBOARDS?

The best digital display content is attractive to look at and easy to read. We recommend incorporating these three key principles into your digital advertising designs:

A CLEAR, BRIEF
MESSAGE

LEGIBLE
FONT STYLES

STRATEGIC
COLOR & CONTRAST

A CLEAR, BRIEF MESSAGE

Remember that people read text and images from left to right, and then down, so be sure to place your content in order of importance based on size and location. The audience will only have a moment to view and comprehend your message.

WE RECOMMEND USING A PRIMARY GRAPHIC AND NO MORE THAN 5-7 WORDS.

>>> These examples showcase **SIMPLE, VISUALLY APPEALING DESIGNS**

VALET PARKING

MATERNITY Sacred Heart

WHO NEEDS GRAVY

BACON, EGG & CHEESE

GOOD DESIGN

>>> These examples highlight how **YOUR MESSAGE CAN BE LOST** by including too much information at once

YOUR MOST TRUSTED HOSPITAL FOR SURGERY, CARDIO AND MATERNITY
- SURGERY WITH MINIMAL HEAL TIME
- MATERNITY DEPARTMENT CATERING TO YOU
- CARDIOLOGY DEPARTMENT EAGER TO SERVE YOU

Sacred Heart

Live Bands
Free activites
Lots of music
Petting Zoo
Face Painting
Casino Games
Vending Machines
Food Vendors
Ice Cream

HAVE WEEKEND PLANS?

LIVE BANDS   FUN GAMES   FOOD TRUCKS

CALL US TODAY - 1-800-999-9099
BUY TICKETS ON OUR WEBSITE WWW.EVENTTIME.COM

TOO BUSY

LEGIBLE FONT STYLES

One of the most important elements to any design is selecting a font style that is easy to read and interpret from a variety of viewing distances.

Keep text to a minimum to be the most effective. For longer messages, use both upper and lower-case character sets.

Note About Phone Numbers:

Unless utilizing a vanity number, most drivers do not have the time or the ability to write down a phone number.

Use a website address, and make sure that the company's contact information is easily found on that web page.

TIPS:

A. **Large, bold, simple font** styles are the easiest for your audience to read and comprehend.

B. **Abbreviations or icons** can be used to shorten your message.

C. **Reserve all capital letters for short messages & headlines** unless used for branding purposes.

SAVING ENERGY
New & Improved Design
www.GreenerHome.com

EXAMPLE OF A
LEGIBLE
BILLBOARD

GREAT ENERGY SAVINGS
NEW AND IMPROVED DESIGN
REDUCE YOUR ENVIRONMENTAL IMPACT TODAY
CALL US TODAY 123-456-7890

<<<
EXAMPLE OF AN
ILLEGIBLE BILLBOARD

STRATEGIC COLOR & CONTRAST

Since your Formetco digital can create trillions of colors, take full advantage! Using rich, vibrant, saturated colors in your designs create greater visual interest than using pale, pastel or white.

Use vibrant colors from the outer rings

ORANGE BARREL MEDIA

Avoid pastel colors from the center rings

EMBRACE VIBRANT, COMPLEMENTARY COLORS

Color combinations that work best in digital outdoor tend to be more complementary, so primary colors are often used to create the most attention-grabbing artwork.

THE PSYCHOLOGY OF COLORS

The colors you select to use for a design shouldn't depend entirely on style or readability. Certain hues have been known to evoke certain emotions in a broad range of individuals, so choose carefully when selecting colors for a design.

PURPLE
Creative, Regal, Spiritual, Mysterious

BLUE
Cool, Quiet, Serene, Constant

YELLOW
Sunny, Warming, Cheerful

RED
Stimulating, Exciting, Provocative, Dynamic, Passionate

GREEN
Soothing, Healing, Nature, Refreshing, Fresh

ORANGE
Friendly, Vital, Playful, Energizing, Inviting

Note: What About White?

It's best to avoid white backgrounds when designing for digital outdoor. For LED digital billboards, the color white is created by blending the red, green and blue diodes together. This generates more environmental light and can work to repel the reader's eye.

WOAH! TOO BRIGHT

AHH! JUST RIGHT

RGB COLORS

Color improves brand recognition up to 80% and increases readers' attention spans and recall by more than 82%

GET CREATIVE WITH COLOR

To ensure you are using the broadest color range available for your digital display, always select to work in RGB color mode at the beginning of your design. Converting CMYK graphics to RGB will tend to have a far narrower spectrum.

TRUE COLORS:

Red	Green	Blue
R=255 G=0 B=0	R=0 G=255 B=0	R=0 G=0 B=255

Yellow	Orange	Purple
R=254 G=233 B=0	R=255 G=88 B=0	R=182 G=52 B=187

OTHER COLORS TO CONSIDER:

Yellow Orange	Light Orange	Sunshine	Orange	Red Orange	Coral	Warm Red	Red	Medium Red	Salmon	Pink
R=255 G=182 B=15	R=255 G=161 B=15	R=252 G=217 B=0	R=255 G=121 B=0	R=255 G=88 B=0	R=255 G=109 B=66	R=247 G=32 B=44	R=205 G=32 B=44	R=198 G=12 B=48	R=245 G=63 B=91	R=236 G=67 B=112

Rose	Ruby Red	Rhod Red	Purple Pink	Dark Purple	Violet	Royal Blue	Medium Blue	Dark Blue	Aqua	Pro Blue
R=202 G=29 B=96	R=202 G=0 B=93	R=224 G=17 B=157	R=195 G=0 B=144	R=87 G=44 B=134	R=75 G=8 B=161	R=37 G=38 B=169	R=15 G=77 B=188	R=0 G=35 B=149	R=0 G=115 B=207	R=0 G=136 B=206

Grey Blue	Sky Blue	Apple Green	Forest Green	Grass Green	Lime Green	Canary	Gold	Dandelion	Burnt Umber	Dark Gold
R=0 G=101 B=189	R=0 G=122 B=201	R=0 G=175 B=63	R=0 G=121 B=52	R=88 G=166 B=24	R=146 G=212 B=0	R=234 G=223 B=0	R=233 G=233 B=0	R=228 G=215 B=0	R=181 G=163 B=0	R=193 G=187 B=0

CONTRAST

GOOD TONAL CONTRAST IS NECESSARY FOR READABILITY

Contrast attracts the eye and adds visual interest to any composition, so establishing the correct contrast is vital to the success of a design.

It's crucial to work with complementing colors which don't cause strain on the eyes. You also don't want to work with colors which are very similar to each other, black and blue for example.

Use this chart to guide your color selection.
Select colors that provide good contrast to make your content more visually appealing and easier to read.

YES	NO	YES	NO
YES	NO	YES	NO
YES	NO	YES	NO

TIP: Grayscale to Check Contrast

After creating your design, turn it to grayscale. Is it still readable? Does everything stand out? If so, your billboard design has good tonal contrast.

GOOD CONTRAST

ATLANTA 19°
CANCUN 83°
SOUTHWEST.COM

BAD CONTRAST

WHO NEEDS GRAVY
BACON, EGG & CHEESE

MAXIMIZE YOUR DESIGN WITH
DAY-PARTING

For certain campaigns, day-parting can maximize your advertiser's message by using the time of day to promote products or services. A day-parted schedule advertises to a specific demographic during time-sensitive promotions, such as a breakfast ad rotating during the audience's morning commute.

An example of Steak n' Shakes Day-Parted Schedule:

BREAKFAST

LUNCH

DINNER

FILE SETUP

The standard color mode used in LED digital outdoor is the RGB color space. For best results, the final format should be built using high-resolution images and saved as a JPG file set to the exact pixel dimensions for your particular digital billboard.

Files that work best for digital:

>>> RGB Color Space
(**DO NOT** use CMYK color space)

>>> JPG file format

>>> Pixel by pixel measurement
(Example: 260 H x 880 W)

>>> 72 ppi resolution

FORMETCO®

FORMETCO INCORPORATED

2963 Pleasant Hill Road

Duluth, GA 30096

(800) 367-6382

www.Formetco.com