



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)

Do (PROPER COLOR CONTRAST AND FONT)	DON'T (POOR COLOR CONTRAST AND FONT)
	
GOOD BEST	<i>B.A.D</i> BAD

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:

