CREATIVE GUIDELINES FOR DIGITAL BILLBOARD ARTWORK

FONT AND COLOR TIPS

Color and font selection are critical things to consider when designing for digital outdoor creative. It is important that your ad be relevant and communicate its message clearly.

FONT TIPS

Another common mistake is font selection. Choose bold fonts. Typically, Sans Serif font styles that are strong and heavy can be viewed from greater distances. Serif fonts are useful in long bodies of text, but less effective on short messages designed for impact.

SERIF FONT:
This works well for body copy.

SANS SERIF BOLD FONT:
THIS WORKS WELL FOR HEADLINES

CHOOSING SUPPORTING PHOTOS

Selecting photos is just as important as any other element in your design. Images that are busy will cause the ad's message to be lost when combined with supporting text.

It is best to select an image that is simple, high in detail, and has good color range and contrast.

FORMETCO CREATIVE LIBRARY

In today's digital world, we are exposed to so many unremarkable ads that it's easy to forget how creative outdoor advertising can be.

Not at Formetco! Our creative library features unique bulletin and poster-sized artwork designs to help your message stand out.

www.formetcodigital.com/creative-library

COLOR TIPS

One of the most common mistakes is color use between background and foreground elements. Colors that are high in contrast tend to draw the eye's attention while color of similar shading and hue tend to blend together when viewed at a distance.

FILE SPECIFICATIONS
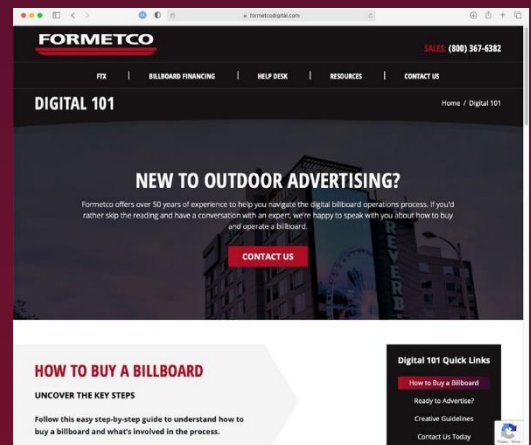
Size: 240 pixels high

816 pixels wide

Color Mode: RGB

Resolution: 72 DPI

Supported File Types: JPG, BMP, PNG

LEARN MORE

For more advertising and design tips, be sure to visit www.formetcodigital.com/digital101

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