

# STATIC BILLBOARD PREPARATION

## FILES TYPES ACCEPTED

**Adobe Photoshop** ..... PSD • PDF/ High Res • TIF • JPEF/ High Res • EPS

**Adobe Illustrator** ..... AI • EPS • PDF/ High Res

**Adobe InDesign** ..... INDD • EPS • PDF/ High Res

**Adobe Acrobat** ..... PDF/ High Res

**Corel Draw** ..... PSD • PDF/ High Res • TIF • JPEF/ High Res • EPS

## HOW TO PREPARE ART

- Convert fonts to curves/ outlines.
- Build Black to: 50%C. 50%M. 50%Y. 100%K
- Convert files and attachments to CMYK
- Images should be created at 300 dpi Resolution
- Art should be created at 1" = 1' scale. For example, a 14 foot by 48 foot billboard should be set up with a live area of 14 inches by 48 inches.
- Add 3" bleed to finished size. Since artwork is scaled, the bleed will be equal to 1/4 inch. For example, a 14 foot by 48 foot billboard will have a document size of 14.5 inches by 48.5 inches.
- Flatten Photoshop files

## THINGS TO REMEMBER

- **LESS is more.** The text must be readable in about 8 seconds.
- **BIGGER is better.** Keep objects, graphics, logos, & brands large to ensure immediate brand identification.
- **Use simple fonts.** **This Font** is better than *This Font.*
- **All caps can be harder to read.** Word shapes help us recognize words faster.
- **Use bold colors.** High contrast equals better visibility.