

SOOFA PREPARATION

ART PREPARATION SPECIFICATIONS

All files should be: 150 dpi, uncompressed JPG or PNG, and in grayscale color mode. Files should be no larger than 4MB.

1080 x 1080 Pixels

Display size is 10x10 inches.



DESIGN CONSIDERATIONS

USE AN IMAGE, PATTERN, OR ILLUSTRATION IN YOUR DESIGN.

Other content blocks on Soofa Signs are text-based, so using imagery creates visual interest.

USE BLACK BACKGROUNDS WITH WHITE TEXT.

Negative space on the Soofa Sign layout is white, so content with a black background stands out the most. If using a white background, consider adding a thick border (Soofa will add a thin border to all content automatically). Avoid grey backgrounds.

USE A BOLD HEADLINE FONT SIZE OF AT LEAST 120. DON'T USE ANY TEXT UNDER FONT SIZE 40.

This will ensure that your main message stands out on the screen, and any supporting text is readable from a short distance.

KEEP WORD COUNT BELOW 60 WORDS (~420 CHARACTERS).

Convey your message as concisely as possible.

BEST PRACTICES

- Design in grayscale with a lot of contrast
- Design for pedestrian traffic with logical hierarchy
- Have one call to action in mind when designing
- Design and deliver multiple versions of your content for the campaign