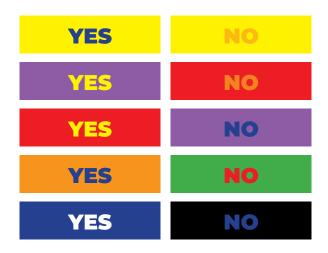## FONT & COLOR TIPS

Some useful things to remember about designing for Digital Outdoor is Color and font Selection. One of most important that your ad not only be relevant, but also clear in communicating.

One of the most common mistakes is color use between background and foreground elements. Colors that are high in contrast tend to draw the eyes attention, whiles colors of similar shading and hue tend to blend together and get lost.

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

COLOR GUIDE

The chart below ranks the 14 most visible color combinations, with 1 being the most legible.

YES	NO
YES	NO
YES	NO
YES	NO
YES	NO

SANS SERIF FONT

ABCDEFGHIJKLMNOPQRST
UVWXYZ0123456789

SERIF FONT

ABCDEFGHIJKLMNOPQRST
UVWXYZ0123456789

CHOOSING SUPPORTING PHOTOS

Selecting photos is as important as any other element in your design. Choosing photos that are over busy will lose your message and may get lost when combined with supporting text. It is best to choose a photo that is simple, high in detail and has good color range and contrast.

SIMPLE

BUSY

706.824.3302
azaleaoutdoor.com

AZALEA

FILES SPECIFICATIONS

All sizes are height x width.

Color Mode: **RGB**
Resolution: **96 ppi** *(at the highest quality setting-no compression)*
Supported File Types: **jpg, bmp, png**

14' x 48'
384px x 1408px

10' x 20'
360px x 640px

11' x 22'
320px x 672px

10'6" x 36'
360px x 1360px

10' x 17'
144px x 256px

8' x 17'6"
160px x 320px

10'6" x 26'
288px x 768px

10' x 21'6"
288px x 640px

8' x 20'
160px x 380px

10' x 30'
360px x 1120px

21' x 21'
320px x 320px

8' x 24'
144px x 352px