DIGITAL DISPLAY - 20' X 60' BULLETIN

1128 pixels
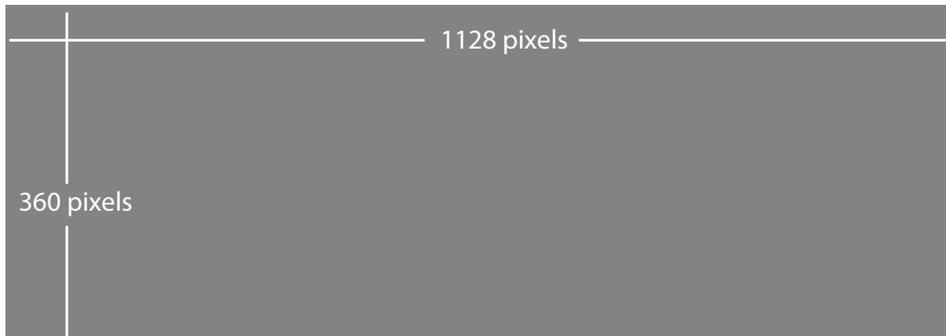
360 pixels

LIVE AREA

DESIGN SPECIFICATIONS

PIXEL DIMENSIONS / RESOLUTION

Auto-Scale templates are designed to help maximize image quality and improve scalability across the Lamar Digital Network regardless of display size. Most displays are eligible to use either the auto-scale bulletin or auto-scale poster template. This particular panel size is NOT eligible to use the auto-scale bulletin template. The pixel dimensions are as follows:

360 pixels high x 1128 pixels wide at 72ppi.

COMPATIBLE SOFTWARE

Adobe Photoshop
Adobe Illustrator
Macromedia FreeHand
Adobe InDesign
QuarkExpress

ACCEPTABLE FORMATS

Save artwork as JPG, PNG, BMP   , or GIF format at MAXIMUM QUALITY and submit to your Lamar Representative for upload. We CANNOT ACCEPT ZIP FILES.

COLOR

Create in RGB mode. Preferred color profile is sRGB.

DESIGN TIPS

COLOR

Digital Displays produce color through an additive process, RGB, instead of the subtractive method, CMYK. Colors are produced when adding var   ying amounts of red, green, and blue. White is produced when all three colors are combined. In many cases one color may slightly over power another giving the whites on a digital display a tint of either red, green, or blue. Black is the total absence of color in this process and is usually displayed by the backing of the display. When creating black, make sure your values are R-0, G-0, B-0. Convert all PMS colors to RGB.

Rich, bold background colors work better during the day, while pastel backgrounds are more vibrant at night.

TEXT

Block, bold, simple fonts work best on digital. Do not overcrowd, or use extremely thick, thin or ornate fonts.

Readable text should be at least 15" in height.

DESIGN

Choose one message or idea. The key to effective outdoor is brevity. Choose graphic elements with a strong focal point. Use readable fonts and contrasting colors.

LAMAR