Keep It Simple

The first step to creating effective messages with your electronic sign is to keep the wording short and succinct.

- Avoid spelling out complete sentences. Don't use eight words when four will do.
- Stick with shorter, simple words to maximize quick comprehension by motorists.
- A single message idea will read quicker and more easily than trying to combine multiple offers.

Keep It Big

Large text will allow motorists to see your message from a greater distance. If your text is too small, it will be too hard to read. Your audience is then likely to disregard your messages entirely. Although capable of much smaller, we recommend a 12" character as a minimum. Three foot text, and larger, would be optimum.
The Action Outdoor Advertising sign has an actual pixel matrix of 240x864 with a 16mm pitch, therefore 18 pixel characters are 1 foot tall on the sign. If you multiply your artwork size by two, as we recommend for image quality under File Format below, a 36 pixel character is then 1 foot tall. Our sign software will scale the artwork down proportionally.

Keep It Clean

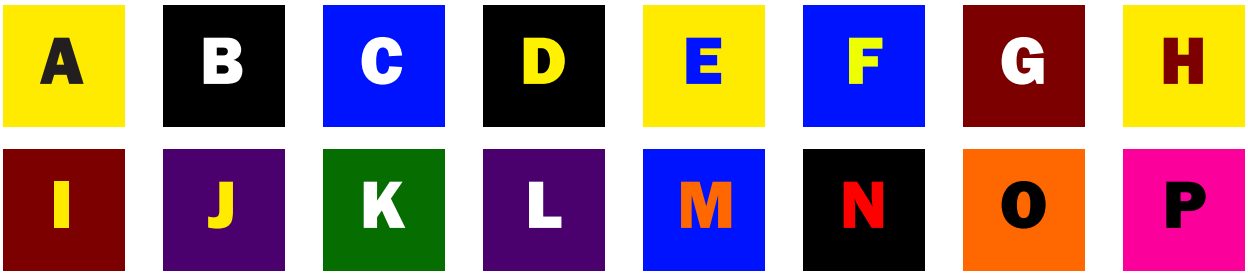
Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick, heavy fonts to maximize readability. The bold option is an excellent way to add weight to your wording.

BAD GOOD BEST
sans-serif

BAD GOOD **BEST**
serif

Keep It Colorful

High color contrast is a key ingredient. Just like using large text, the right color combination can make your message readable from a much longer distance. Refer to the samples below for many of the best text color vs. background color combinations for your electronic sign.



File Format

- JPG, BMP or GIF for still image content at 100% quality; Use RGB color, not CMYK.
- Artwork Size (height x width) and Resolution: 480 x 1728 pixels at 72 dpi.

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