

CREATIVE GUIDELINES FOR YOUR HORIZONTAL BILLBOARD ARTWORK

FONT AND COLOR TIPS:

The design of your billboard ad is extremely important! We highly recommend big bright bold font with a lot of color contrast between the font color and background. For example, a darker color background such as black with white or bright yellow font will contrast the best. Also, with billboards, try to use the least amount of words possible to convey your message. We recommend less than 9 words if possible. The fewer the words, the bigger the font size can be. 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. We try to utilize every pixel of our billboard ad and stress the importance of a big font size! We use Adobe Photoshop or Indesign to create our billboard artwork

but you can use any program that will accept a 400 x 180 pixel jpg.

Once you have your design finished, take a few steps back from your computer screen and make sure the font isn't too small. This is by far the biggest problem we encounter when posting artwork designed by a third party design firm.

As always, feel free to contact

our office anytime at 434-665-4836 or robert@southeasternsign. com if you have questions about the design process. We're here to better serve you!

FILE SPECIFICATIONS:

- Size: 400 pixels wide x 180 pixels high
- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png



SOUTHEASTERN

MEDIA CORPORATION

P.O Box 4104 Lynchburg, VA 24501 www.southeasternsign.com robert@southeasternsign.com 434-665-4836

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COLOR GUIDE:

YES	NO
YES	NO



CREATIVE GUIDELINES FOR YOUR VERTICAL BILLBOARD ARTWORK

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but you can use any program that will accept a 180 x 300 pixel jpg.

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YES	NO
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COLOR GUIDE:

YES

YES

YES

YES

YES

but you can use any program that will accept a 630 x 162 pixel jpg.

Once you have your design finished, take a few steps back from your computer screen and make sure the font isn't too small. This is by far the biggest problem we encounter when posting artwork designed by a third party design firm.

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FILE SPECIFICATIONS:

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- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png



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but you can use any program that will accept a 736 x 288 pixel jpg.

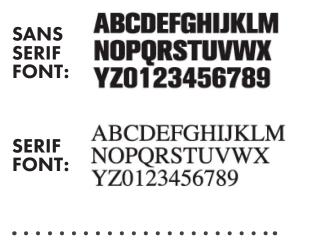
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YES	NO
YES	NO