



INTEGRITY. PASSION.  
SERVICE. VALUE.



SOUTHEASTERN  
434-665-4836

Actual Billboard Location Shown

## 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@southeastersign.com if you have questions about the design process. We're here to better serve you!

### COLOR GUIDE:

<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>

### FILE SPECIFICATIONS:

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

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

### SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

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MEDIA CORPORATION

P.O Box 4104

Lynchburg, VA 24501

www.southeastersign.com

robert@southeastersign.com

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## CREATIVE GUIDELINES FOR YOUR **VERTICAL** BILLBOARD ARTWORK

### FONT AND COLOR TIPS:

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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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### COLOR GUIDE:

<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>

### FILE SPECIFICATIONS:

- Size: 180 pixels wide x 300 pixels high
- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

### SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

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## CREATIVE GUIDELINES FOR YOUR HORIZONTAL BILLBOARD ARTWORK

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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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### COLOR GUIDE:

<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>

### FILE SPECIFICATIONS:

- Size: 630 pixels wide x 162 pixels tall
- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

### SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

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### COLOR GUIDE:

<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>
<b>YES</b>	<b>NO</b>

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### FILE SPECIFICATIONS:

- Size: 736 pixels wide x 288 pixels high
- Color Mode: RGB
- Resolution: 72 ppi
- Supported File Types: jpg, bmp, png

### SANS SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

### SERIF FONT:

**ABCDEFGHIJKLM  
NOPQRSTUVWXYZ  
YZ0123456789**

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