

## Digital Signage

Manor Royal BID working in Partnership

Keep font sizes large and keep it short. Follow the 3x5 rule - three lines of text, each with 5 words or less, or 5 lines of text with 3 words or less.

Make your message clear, short and as concise as possible.

Powerful images are important for your design. Don't use complicated or unrelated images. Avoid clutter.

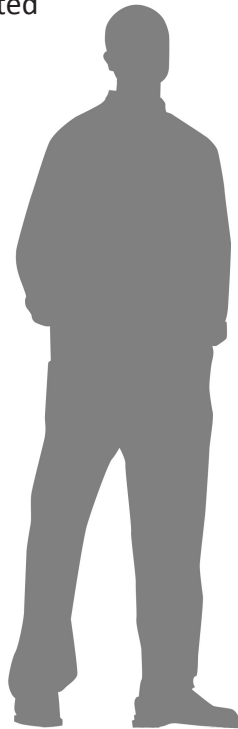
Include a phone number (if relevant).

Web address.

Use your company logo.

Use colour but keep text dark (or light).

For more tips about making the most of your advert see **Hints and Tips**.



### Artwork Specifications

Final artwork size 1080px by 1920px Portrait  
Any Images used should be minimum: 150dpi  
File format: JPG

For more information and to book:  
digitalsignage@avensys.co.uk or call 01293 529319  
www.manorroyal.org/digitalsigns

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### Keep it simple!

People need to see it from a distance and they need to get the message quickly. Nothing too complex and not too many images – it's definitely a case of less is more.

### Use large text

Simple, clear and easy to read. Use few words and make them BIG

### Space them out

Make sure your letters are properly spaced. Too close together and letters might blend into one another making them tricky to read.

### Multiple lines of text

Try and avoid it if you can, but if you must have more than one line take care the words don't crowd each other out or become difficult to read at a distance.

### Keep it on the level

It's up to you but a few simple words displayed horizontally makes for a rapid read. The more words, the more lines or putting the words vertically makes it more difficult for the reader.

### Tell them who you are

It's a must. Make sure your business name is easy to read.

### Bold and simple fonts work well

At distance thin lines can appear to fade. Generally sans serif fonts are good to use.

### Think about your image

Use a strong image on a simple background to achieve high impact. Nothing complex. Remember, simple is best.

### Be bright, be bold

When advertising on digital screens there's no point going for pastel shades and subtlety. Use RGB colour files, avoid white backgrounds and use contrasting colours.

### Test it

Before you submit your advert test it on a few people first. Get someone to look at it from a distance for a short time (about 5 seconds) and see if they get it. If they do, you're probably on the right lines.

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