

LED CREATIVE GUIDELINES

Color is Key With LED technology, white is a mixture of color rather than an absence of color therefore, it has a tendency to look subdued. Instead, choose bold colors that catch the eye.

- High contrast equals better visibility.
- Subtle differences in color gradients may not display at desired level of detail.
- True white backgrounds will display an off white.
- Very pale colored backgrounds will wash out copy.

Immediate Branding - Keep logos and branding large to ensure immediate brand identification. Graphic elements should be bold with a strong focal point. Busy photos typically do not work well.

Go BOLD Be BOLD with your message. Content must be readable in a matter of seconds, so keep the copy short and simple, using as few words as possible.

- Use short, simple words for faster comprehension.
- Skip the script or highly decorative fonts and use simple, bold fonts (San Serifs work best).
- Utilize large font sizes and keep spacing loose. Messages are read at a distance so remember 50' reading distance per 1" of text height. 36 inch high letters can be read from 1,800 feet; 12 inch letters from 600 feet away.

SPECIFICATIONS:

14' X 48' LED Display
RGB / 72 DPI

200 height x 704 width
pixel resolution

Formats: jpg, bmp, png

2.778" x 9.778"

No bleed necessary

For pure black use: R-0, G-0, B-0

MILE HIGH

OUTDOOR ADVERTISING

DIGITAL DESIGN DO'S & DON'TS

SIMPLE IS BETTER

Fewer elements, larger elements and simple arrangements work best to fully showcase work.

Typography

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 a great way to add weight to your wording.

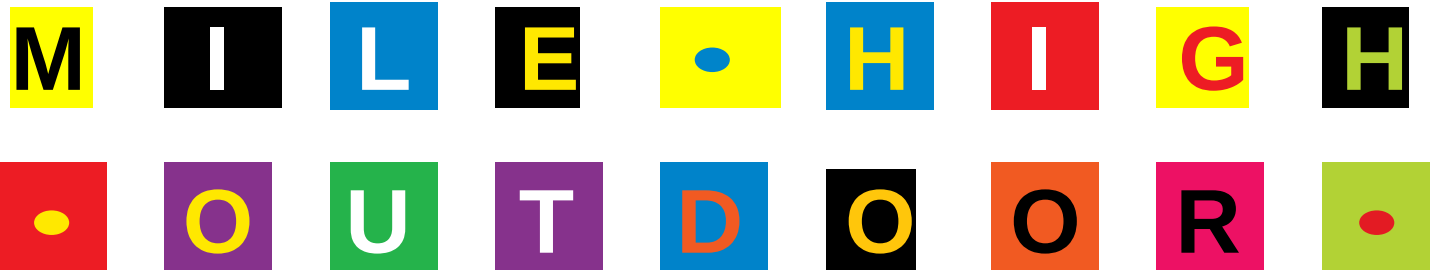
BAD GOOD BEST

BRIGHTER IS BETTER

Keep your colors fully saturated and create strong contrasts to create eye-popping designs.

Try to avoid white backgrounds. Black on the other hand is a fantastic canvas for your design. Avoid faded overlays or gradient color for backgrounds.

Color Combinations we recommend:



9250 E. Costilla Ave. • Suite #120 • Greenwood Village, CO 80112 • Phone 303.783.4800 • Fax 303.783.4801

www.milehighoutdoor.com



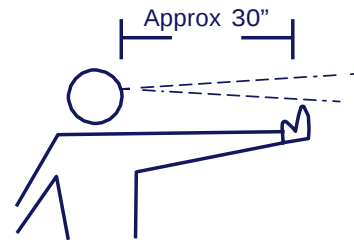
DISTANCE LEGIBILITY GUIDE

WILL YOUR DESIGN BE LEGIBLE ONCE IT IS ACTUALLY OUTDOORS?

To simulate how your design will appear at various distances, just use this guide. This will help you evaluate the legibility of your illustrations and size of your brand or logo.

HOW TO USE

Tape your artwork to a wall. Select the distance you want to check (e.g. 700') then hold the guide at an arms length and move away until the appropriate aperture frames the design on the wall.



14' x 48' bulletin



300'



500'



700'



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