



## Digital Design Considerations/Requirements

### **ONE MESSAGE/IDEA:**

Short copy. Simplicity is everything (7 words max!)

Short, Simple words. (Use shorter, simpler wording for faster comprehension)

Make small objects large. (think BIG!)

Ensure immediate product identification. (Large logos/brand names)

### **BE BOLD:**

WITH YOUR MESSAGE AS WELL AS YOUR COLORS, IMAGERY, AND TYPOGRAPHY

- 18" tall letters minimum (on required, but not important text.)
- 24" tall letters minimum to be readable/legible. 36" or greater for ideal readability.
- 8-12 total visual elements (pictures, words, logos, etc.)
- True white backgrounds will not display correctly.
- Use thick, bold fonts as opposed to script fonts.
- Subtle differences in color gradients may not display at desired level of detail.
- Bold Colors. (Being subtle in outdoor doesn't work)
- High Contrast. (High contrast = better visibility)

### **IMPORTANT NOTES:**

- Layouts supplied via email to [digital@dswsigns.com](mailto:digital@dswsigns.com) or send CD/DVD to  
Graphics Department PO Box 1214 Cape Girardeau, MO 63702-1214 (573)334-3114
- Be sure to include ALL imported or placed graphics files.
- Please convert all text to curves/outline.
- No bleed is necessary.
- White or light colored backgrounds will washout copy. Stay away from white backgrounds.

### **Mechanicals / Layout Sizes:**

- Matrix Size: H 192 x W 384
- Design Size: 384 pixels tall x 768 pixels wide
- Resolution: 72 DPI
- Color Mode: RGB
- File Formats: .JPG, .BMP, .GIF

We strive for a 24-hour turn around time on your creative updates, additions, and subtractions to designs already in rotation or digital files that are easily formatted and emailed.