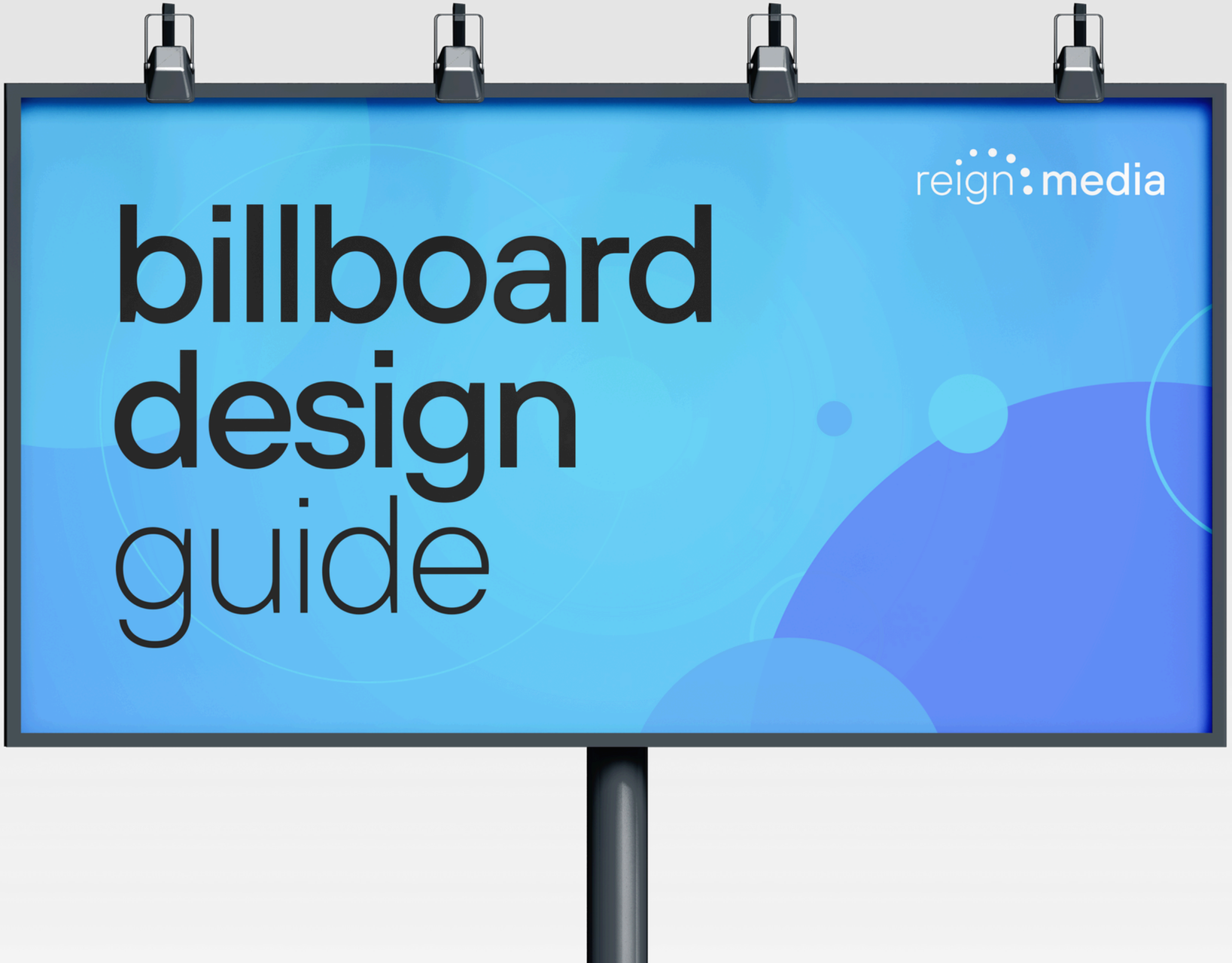

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design
guide

Billboard Objectives

Billboards have only seconds to capture the audiences attention; correct design ensures a memorable first impression.

Billboards reflect brand identity; correct design maintains consistency and reinforces brand recognition.

CAPTURE ATTENTION

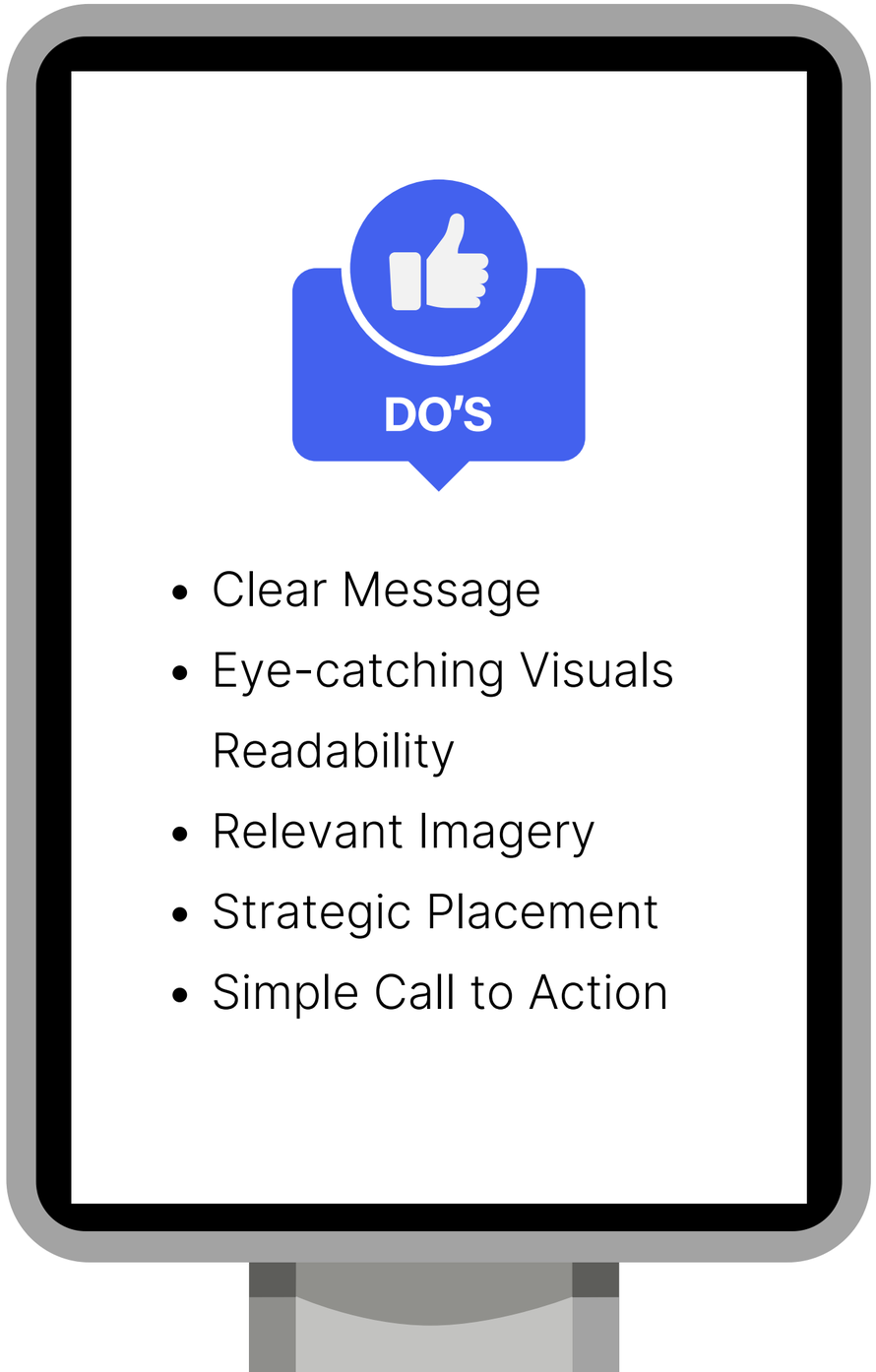
Capturing attention is vital for billboards. They use bold visuals, colors, and concise messaging to halt viewers, sparking curiosity and leaving a memorable impact amidst distractions.

DISPLAY CLEAR MESSAGE

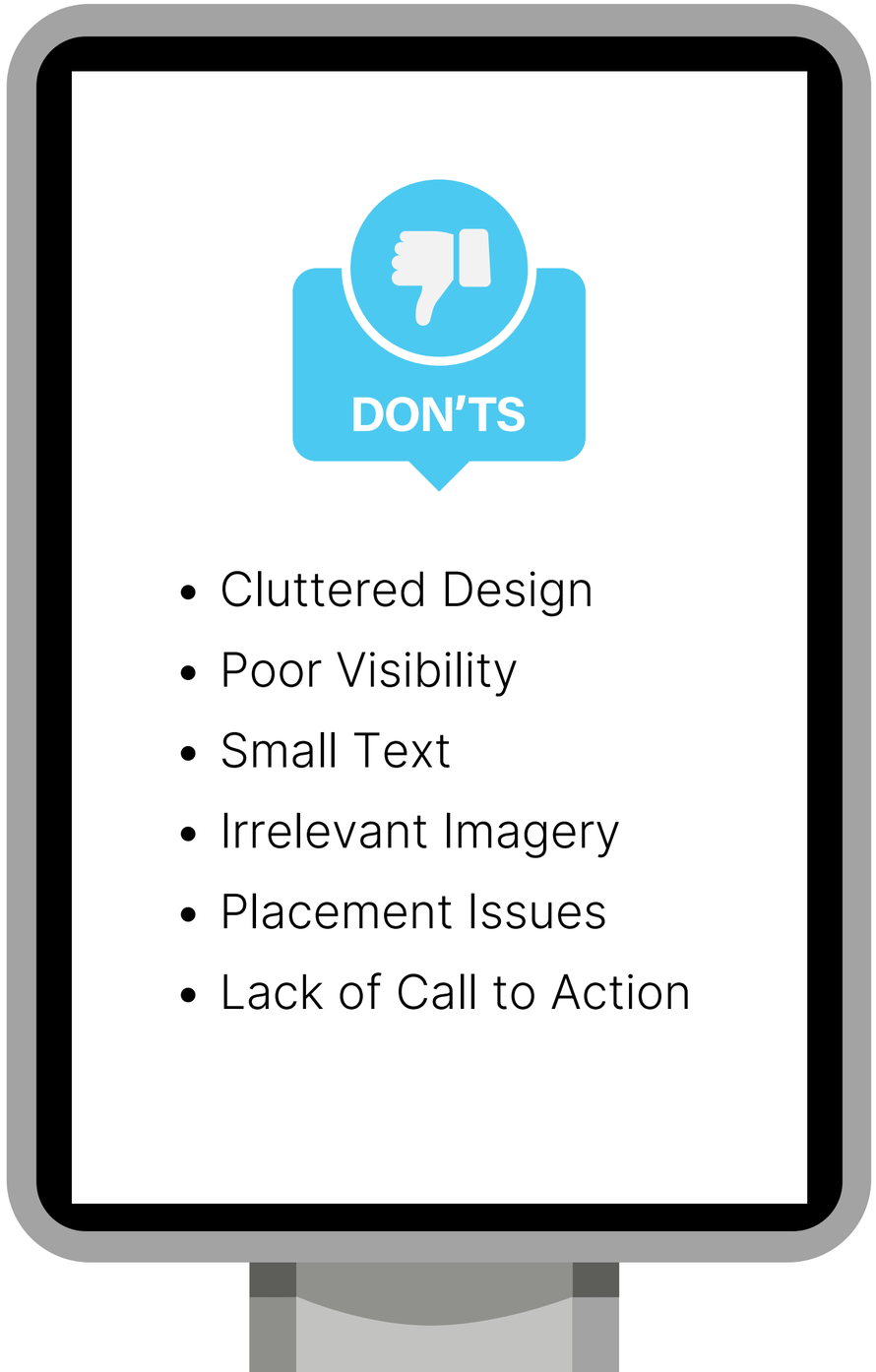
Displaying a clear message on billboards demands concise and impactful communication, ensuring instant comprehension amid the fast-paced environment, effectively conveying information and leaving a memorable impression.

GET THE LEAD TO CONTACT

Getting the lead to contact is vital for billboards, prompting viewers to take action through clear and compelling information, enticing them to reach out and engage further with the advertised offering.



- Clear Message
- Eye-catching Visuals Readability
- Relevant Imagery
- Strategic Placement
- Simple Call to Action



- Cluttered Design
- Poor Visibility
- Small Text
- Irrelevant Imagery
- Placement Issues
- Lack of Call to Action

Safe Zone

The Safe Zone is the area on an art file for print that will be included in the final printed piece. Areas outside of the Safe Zone may be trimmed, folded or cropped out of the art. Designs for print should not include any text or images in the safe zone.



Good Safe Zone



— Safe Zone

Bad Safe Zone

The headline extends into the red line and could be trimmed off.



The logo extends into the red line and could be trimmed off.

Good Safe Zone



Bad Safe Zone



48 Sheet Spec

Size: 609.6 mm x 304.88 mm (tenth size)
Safe copy area: 569.6 mm x 274.8 mm
DPI: 300 dpi (minimum) / 450 dpi (best)
File Type: CMYK
File Format: High Resolution PDF
Text Format: Outlined vectors for upscaling

Printed Size: 6,096 mm x 3,0488 mm
(full size 100%)

(Reference only, not for supplying artwork)

Download 48 Sheet Template (Adobe Illustrator)

Download 48 Sheet Template (Canva)



96 Sheet Spec

Size: 1,219.2 mm x 304.88 mm (tenth size)
Safe copy area: 1,139.2 mm x 274.8 mm
DPI: 300 dpi (minimum) / 450 dpi (best)
File Type: CMYK
File Format: High Resolution PDF
Text Format: Outlined vectors for upscaling

Printed Size: 12,192 mm x 3,0488 mm
(full size 100%)

(Reference only, not for supplying artwork)

Download 96 Sheet Template (Adobe Illustrator)

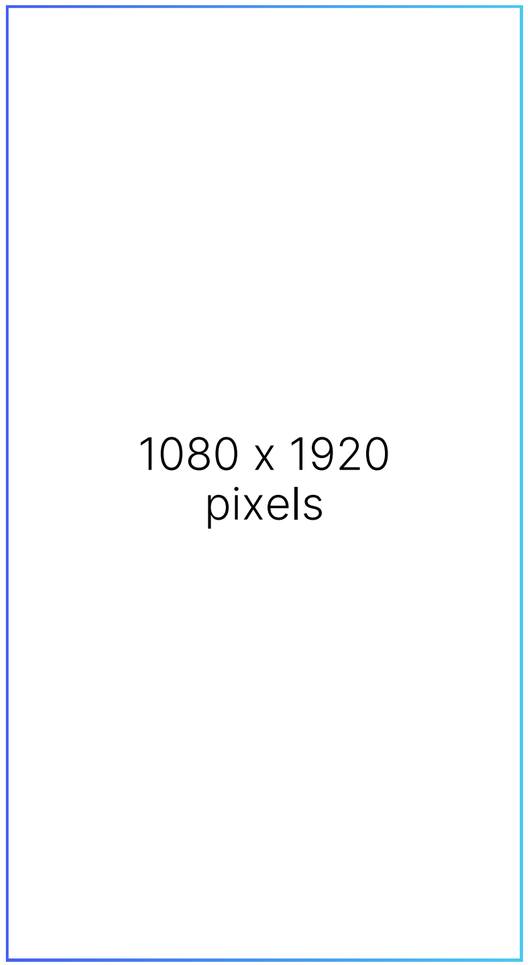
Download 96 Sheet Template (Canva)



D6 Motion Spec

Screen Size: D6
Dimensions: 1080 x 1920 pixels (Portrait)
File Format: JPEG
Display Type: Static
File Compression Format: .zip
Duration: 10 seconds

Artwork must be the exact stated pixel resolution - no trim, bleed or safe area is required. Maximum file size is 25mb.

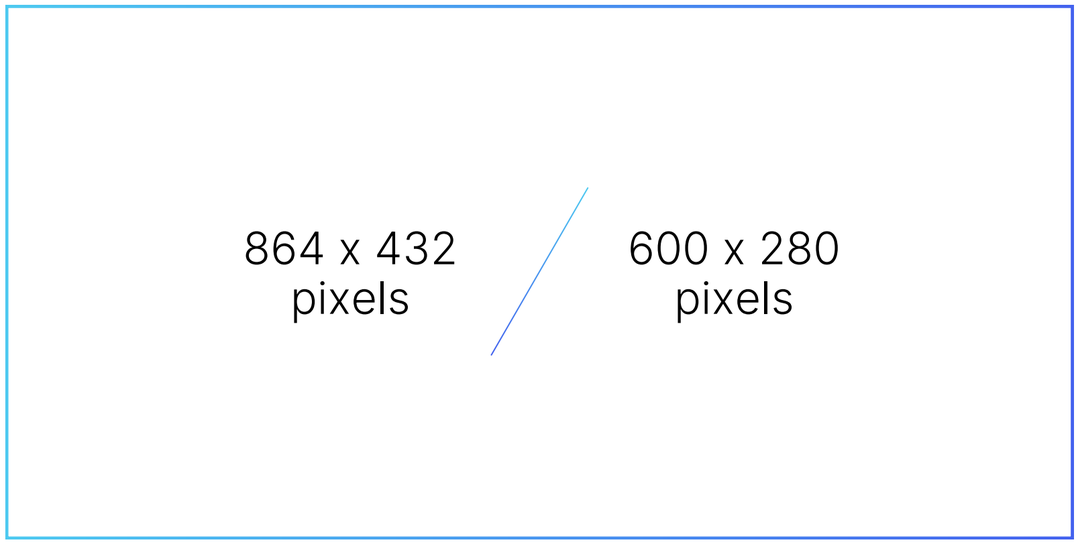


D48 Spec

Screen Pixel Dimensions: 864 x 432 px per screen
File Format: JPEG (static only)
Colour Mode: RGB (cmyk not accepted)
DPI: 72 dpi

Screen Pixel Dimensions: 600 x 280 px per screen
File Format: JPEG (static only)
Colour Mode: RGB (cmyk not accepted)
DPI: 72 dpi

PDF and PNG files are not supported.



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