Content Creation Guide

About Formetco's Digital Division

Formetco's digital division has a singular mission directive. That is to ensure the engineering and deployment of the outdoor advertising industry's highest quality LED digital billboards. For nearly half a century Formetco has serviced the outdoor advertising industry. Both large and small outdoor advertising companies utilize Formetco's products.

Formetco's digital division was developed nearly a decade ago and has leveraged the skills of some of the greatest minds in engineering each series of LED digital billboard, Formetco has developed. Formetco's latest series in LED digital outdoor billboards, branded the FTX, has become the pioneer for some of the most advanced technological breakthroughs ever incorporated into LED digital outdoor.

Purpose of this Guide

This guide is intended for content designers that are looking to gain a general understanding of developing artwork for digital out of home. Accurate pixel dimensions for your particular sign may vary depending on the pixel pitch and dimensions. Formetco has a Pro Service team that is readily available if you elect to utilize that design service.

Distribution

You may distribute a copy of this document, unaltered, in its original format to your customer base; or any party that is affiliated with content creation of your Formetco digital billboard.

Understanding Digital Outdoor

The content of your message is the most important component of the entire process. By following some general guidelines and understanding design principles, any designer can create powerful, effective digital content that can capture and retain attention and insure repeat customers.

LED Digital Outdoor - An LED digital billboard is a sophisticated assembly of LED arrays, that are capable of competing with surrounding ambient light and driven by control software that schedules and delivers a variety of messages throughout a day.

Day Parting - In order to achieve maximum advertising flexibility and return on investment a display should take advantage of day parting. A day-parted schedule advertises time-sensitive promotions of the time they are valid and target specific demographics at the time they will see the billboard. With a properly schedule Formetco digital billboard working with our control center software the variety of messages and schedules are limitless.

Artwork and Content for Digital Billboards - In order to achieve maximum advertising flexibility and return on investment a display should take advantage of day parting. A day-parted schedule advertises time-sensitive promotions of the time they are valid and target specific demographics at the time they will see the billboard. With a properly schedule Formetco digital billboard working with our control center software the variety of messages and schedules are limitless.

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File Setup

The standard color mode used in LED digital outdoor is the RGB color space. Suggested final file format should be a high resolution JPG file that is setup to the exact pixel dimensions for your particular digital billboard.

Adobe Photoshop:

Create a new file - File > New | In the color mode drop-down menu, select RGB. Enter the pixel dimensions for your particular digital screen.

Converting from CMYK to RGB - If the image has layers you will be given the option of flattening your image when converting to RGB. The best proactive if already have a CMYK image is to complete in that color mode before you convert to RGB color mode. File > Document Color Mode > RGB Color

Adobe Illustrator:

Create a new file - File > New | In the color mode drop--down menu, select RGB. Enter the pixel dimensions for your particular digital screen.

Converting from CMYK to RGB - If the image has layers you will be given the option of flattening your image when converting to RGB. The best proactive if already have a CMYK image is to complete in that color mode before you convert to RGB color mode. File > Document Color Mode > RGB Color

Note:

The pixel dimensions vary between LED digital billboards. The pixels per inch (inch) is a separate variable which doesn't apply to graphics designed using this scale. Your pixel dimensions can be obtained from your Formetco representative.

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Color Theory: Quick Reference

In the visual arts, color theory is a body of practical guidance to color mixing and the visual effects of a specific color combination. There are also definitions (or categories) of colors based on the color wheel. primary color, secondary color and tertiary color.

Color in Digital Outdoor - Color combinations that work well in digital outdoor tend to be more in the complimentary category. The primary colors are commonly used to produce high impact images that capture attention.

RGB Color Mode - To ensure you are utilizing the broadest color range available for your digital screen, always select to work in RGB color mode at the earliest stage of the design. Converting CMYK graphics to RGB will tend to have a far narrower spectrum.

COOL, PASSIVE

WARM, ACTIVE

PRIMARY

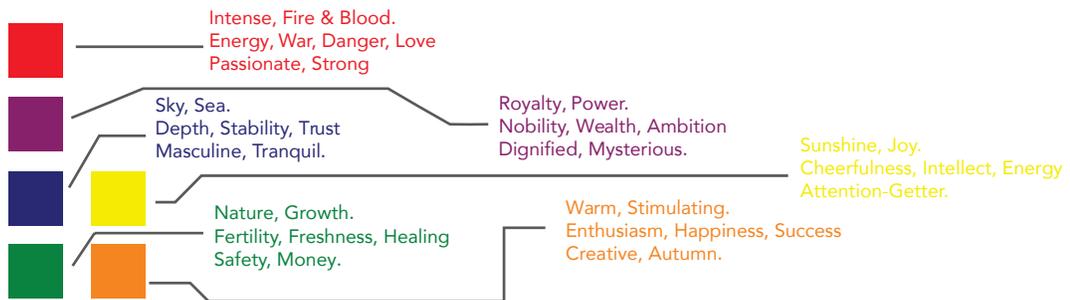SECONDARY

TERTIARY

COMPLEMENTARY

ANALOGOUS

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Color Reference:

The colors you elect to design your creative with isn't entirely just for readability. Certain colors have been studied to evoke certain emotions in a broad range of individuals. This has now been put into practice by the majority of designers when selecting a color palette to communicate their message more effectively. Below are a few key words and phrases associated with some common colors that are illustrated to the left.

Intense, Fire & Blood.
Energy, War, Danger, Love
Passionate, Strong

Sky, Sea.
Depth, Stability, Trust
Masculine, Tranquil.

Royalty, Power.
Nobility, Wealth, Ambition
Dignified, Mysterious.

Sunshine, Joy.
Cheerfulness, Intellect, Energy
Attention-Getter.

Nature, Growth.
Fertility, Freshness, Healing
Safety, Money.

Warm, Stimulating.
Enthusiasm, Happiness, Success
Creative, Autumn.

YES NO YES NO

YES NO YES NO

YES NO YES NO

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Effective Fonts & Type

It is critical to any design to select fonts that are easily read from a variety of viewing distances. Long messages should utilize both upper and lowercase character sets. ALL CAPS should be restricted to short messages and headlines. Keep text to a minimum to be the most effect. The benefit of digital outdoor is you aren't restricted to contain so much information on one static graphic. Utilize the campaign capabilities to deliver a more effective broader message.

Large bold simple type styles are the easiest for your audience to read and comprehend. Abbreviations or icons can be used to replace certain directional copy. Websites are no longer required to use the prefix www which conserves space and presents a cleaner canvas.

San Serif Font Family:

ABCDEFGHIJKLMN OPQRSTUVWSXYZ 0123456789

Serif Font Family:
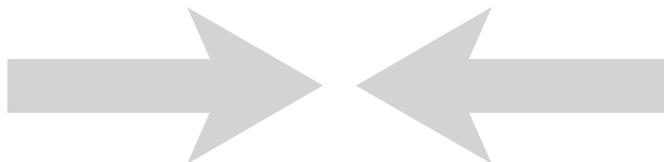
ABCDEFGHIJKLMNO PQRSTUVWSXYZ 0123456789

Ab

Serif Font vs. Sans Serif Font

Ab

AV Wa
AV Wa

Kerning letters for cleaner look & save space.

Easier to read,

THAN THIS IS.

Formetco's Pro Services

Formetco has dedicated a team of trained professionals to manage your digital content. Our professionals use their skills and techniques to create stunning digital content that maximizes the use of your Formetco digital billboards. They can also control your content scheduling freeing your time to other business concerns. There are several packages available for this service. You can speak to your Formetco representative about the available options.

Formetco' XD Mobile App

Digital outdoor has been mobilized. This companion for digital outdoor helps users learn more about their Formetco digital billboard, setup appointments and training schedules and even model ride comps for new builds. This app is a FREE download available on the App Store or Google Play.
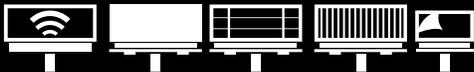
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