



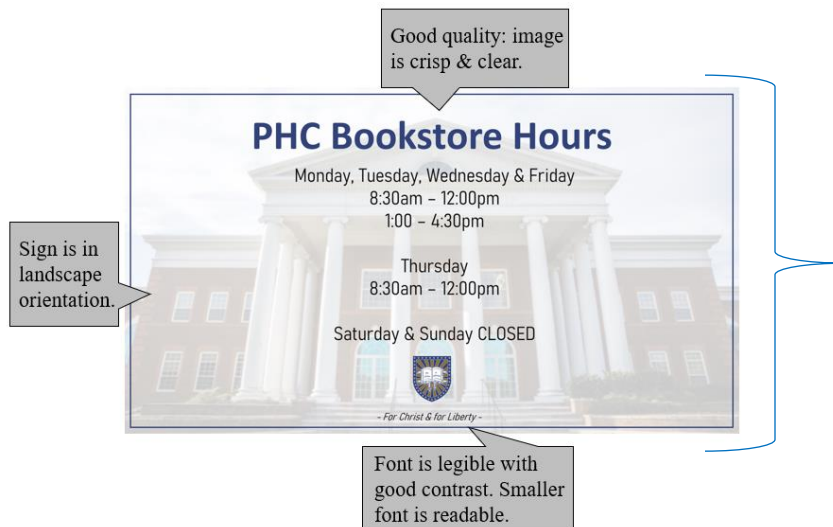
Patrick Henry College

Creating a Digital Sign

Digital signs can be submitted by staff/faculty to advertise for campus events. Students must submit digital signs through a faculty sponsor. **Format for signs: JPG file, landscape orientation, and 1920x1080 dimensions.** Signs that do not follow these standards will NOT be displayed.

Creating a Good Digital Sign

1. **Quality Guidelines:** Images should be good quality and appropriate for display. Colors should be tasteful to the eye, not overly bright or obnoxious.
2. **Font & Text Guidelines:** Font size should be large and readable on a big screen. Font color should contrast well with the rest of the image. Font styles should be clear and legible. Text should convey the necessary information quickly so that readers can understand the message within 5-10 seconds. Text should not be long paragraphs of information.
3. **Orientation Guidelines:** Images should be in landscape orientation and fill the entire sign. A vertical or square image should NOT be pasted on a landscape background.



GOOD EXAMPLE:

- Legible font
- Good contrast between text and image
- Landscape orientation
- Conveys essential information

BAD EXAMPLE:

- Poor contrast between text and image
- Vertical image on landscape background
- Too much information
- Font size too small

Image is not in landscape orientation. Vertical pictures pasted onto a landscape background are NOT landscape.

