

Big Sky Digital The Hogarth Experience



Artwork Guidelines

The screen will be treated as **one** whole display therefore all creative needs to be pixel for pixel accurate to the visual landscape size of 34.56m wide by 2.88m high

The real resolution is 2880 pixels wide by 240 pixels high

File formats

For Still Images and Picture Formats – It is essential only high res **RGB Jpegs** are to be supplied.
*BMP, GIF or Pdf's are **not** suitable*

THE SITE ALLOWS ONLY STATIC IMAGES DO NOT SUPPLY MOVING CREATIVE

Colour & Fonts

It is preferable to use bold and contrasting colors with full shades as they look better on LED displays

Large and readable fonts – see attached photo keep it simple bold and to the point!
No gradients

Delivery of Artwork

Via email to gary@bigskybanners.com or ftp download at least 7 clear working days prior to in-charge
Any questions please call Gary Newton on 0207 866 8168 or 07787 105517



