
Cirrus Systems, Inc.

Content tips

LED Displays

Best practices for content design



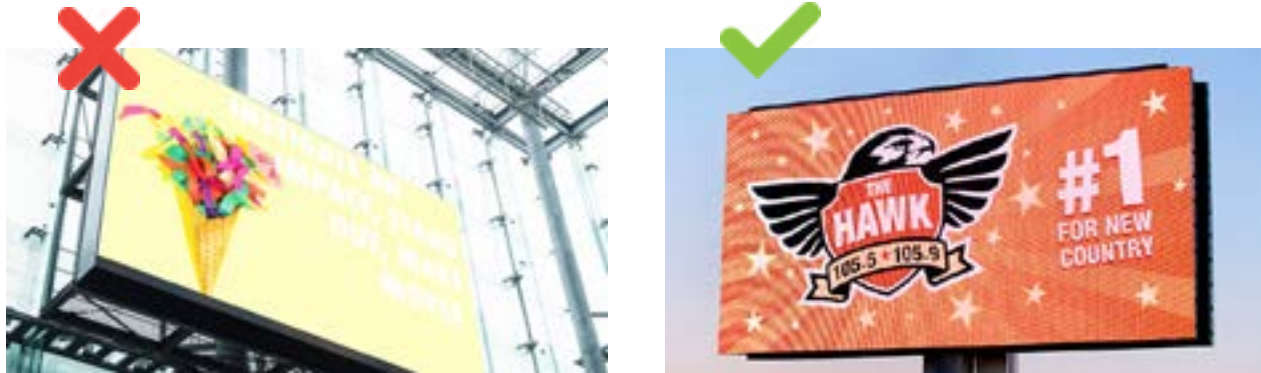
Cirrus Systems, Inc.

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Introduction

Congratulations on your new Cirrus LED display! We're here to help you maximize your investment in a digital screen. Content with visual appeal and that is easy to read captures your audience's attention and effectively communicates your message. Here are a few things we've found useful when creating content for your display. If you have any questions we're always here to help. Happy creating.



Good questions to ask when designing content

- What are your signage needs?
- What is the use of your sign: directing, informing, or selling?
- What image do you want to project?
- Who is your target audience or customer?
- How far will readers be from the sign and how long will they have to read it?

Engaging. Content design

Three rules to remember

1. Make your message **simple**
2. Keep your text bold and **brief**
3. Choose colors with good contrast and images with **minimal** detail

Audience

Knowing who you're talking to helps you decide what images, fonts, and colors to choose. Take a minute to understand your audience before designing content. Sometimes your audience is just the average customer passing by, and likely in motion. Moreover, drivers shouldn't take their eyes off the road for more than a few seconds, which means you have a short time to get your message across – so keep it simple.



**Simple
Brief
Minimal
Effective.**

Legibility

Viewing distance is important, your letting must be distinguishable from its surroundings. Keep in mind the size of your LED Display and how far away your audience is. The smaller your screen the simpler you need to keep your fonts and images in order to be legible. Larger screens give you more flexibility with image detail, but always try to keep your texts bold and brief. When in doubt, less is more.

View distance

Min. letter height

100 ft

4 in

250 ft

10 in

350 ft (city block)

16 in

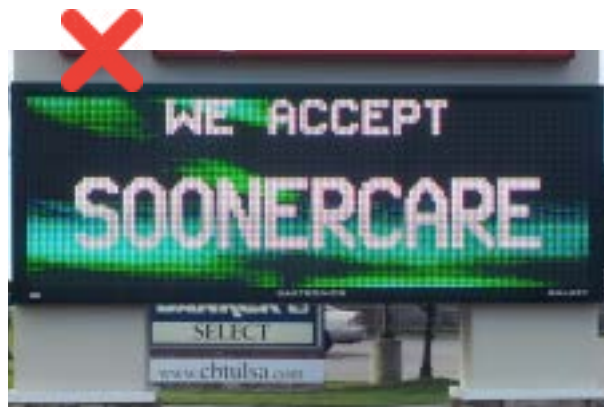
1320 ft (¼ mile)

57 in

Fonts & Outlines

Your message will be bright and prominent if you use bold, light colored text with a black or dark stroke whenever possible. This technique is effective because:

- The color **WHITE** emits the maximum light from all diodes
- The color **BLACK** emits no light from any diode



As a general rule, try not to use too many fonts – one font as the main text and a second as supporting text. Block fonts are easier to read than closely spaced script fonts.

Colors & Contrast

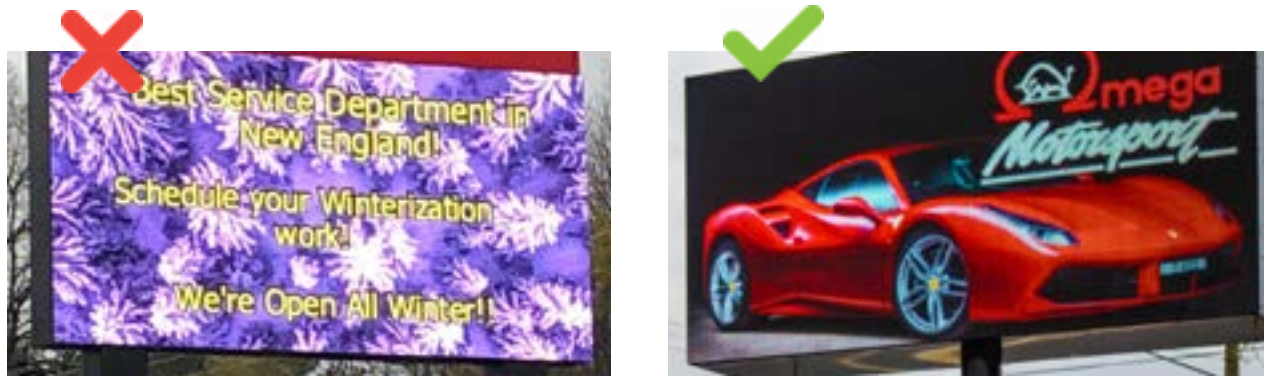
Basic color theory can help tremendously in communicating the right message and feeling. Matching a slide's color to its message goes a long way in making your content as effective as possible.



Contrast is the difference between light and dark content. More contrast gives better legibility. Contrast also helps avoid color vibration, which is when two colors appear to merge and create an illusion of motion.

Images & Resources

Tailor your images to the aspect ratio of your sign. Be wary of high resolution, realistic photographs that may look good elsewhere, but lose its impact on an LED display. LED signs have a different pixel pitch than high definition monitors so people, landscapes, and anything hyper-detailed or colorful may not translate well. The Google term “clip art of _____” can yield sign-ready results.



Good rules to remember when selecting images

- Don't have too many subjects: an image with 1 or 2 subjects is best
- Don't pick images with a lot of fine details
- **Do** pick images with high contrast
- **Do** pick images with solid areas to serve as great backgrounds for text

Feeling stuck?

Check out some of these resources below for icons, images, and videos:

- pixabay.com
- pexels.com
- stocksnap.io
- istockphoto.com
- iconfinder.com

Video optimization

Videos are a great addition to your content as they can convey huge amounts of information in a short time. They're highly effective for informing and educating. Follow these [simple steps](#) to optimize your video, which will help reduce network bandwidth and greatly affect performance.

Support

Maximize the impact of your display by changing your content frequently. Making changes with new messages, graphics, or colors will help your display stand out from familiar surroundings and draw renewed interest.



If you have further questions don't hesitate to ask us

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