

## Best practice

### Short messages

Keep the message short, sweet and to the point. The viewer often do not have more than a few seconds to read and absorb the message.

### Simple layout

Be creative in getting the viewers attention and keep the layout as simple as possible, so that it does not clutter the message.

### Bright colors

Use bright colors to maximize the visual impact. Bright colors stand out well on LED displays.

### High contrast

Make sure that content has a high contrast. If possible avoid grey or washed out colors.

### Inverted colors

Use light text and graphics on a dark background. In in contrast to printed media, readability on LED displays increases significantly when colors are inverted (e.g. white text on black background).

### Simple images and graphics

Use images that are easily recognizable. Avoid using highly detailed photos or graphics. Detailed images and graphics (e.g. background patterns or graphic ornaments) can be used, as long as it is not crucial for understanding the message.

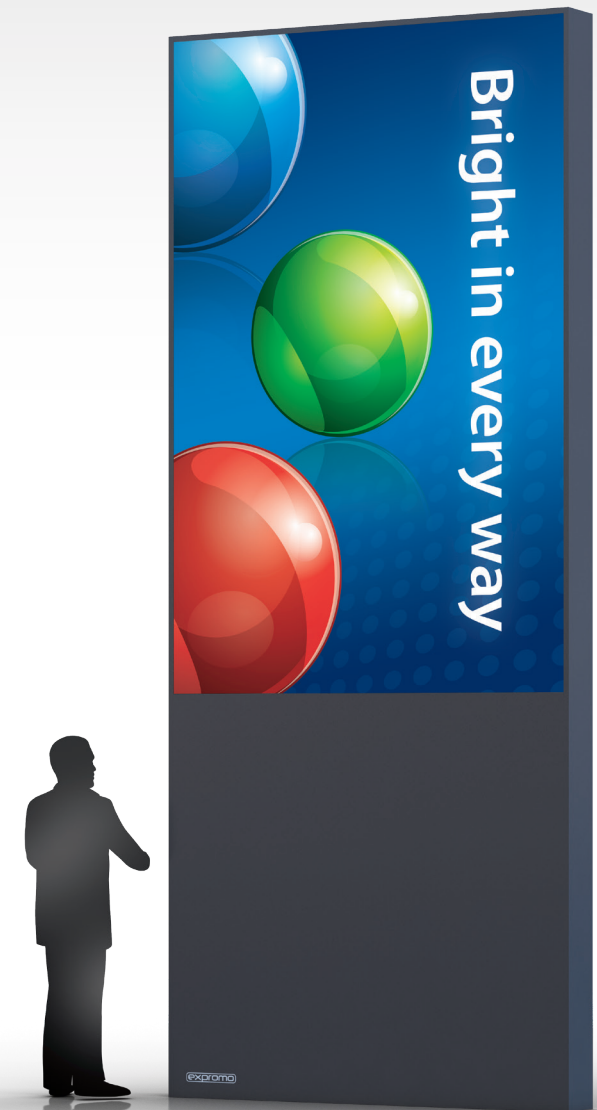
### Large plain fonts

Use large plain fonts that are easy to read from a distance. Sans serif fonts tend to be the best type of fonts for LED displays.

### Avoid large white areas

Avoid using large white areas (e.g. background or text boxes), as these can cause reduced readability and strain the eyes of the viewer. By avoiding using large white areas, the energy consumption is also minimized.

See examples of “do’s and don’t’s” on the next page ...



## Content that visually performs poorly on LED displays



Small text, lack of contrast



Too much white



Small text, too much info



## Corrected content that visually performs well on LED displays



Bigger text, more contrast



Background and text inverted



Bigger text, lesser info



## Content that visually performs poorly on LED displays



Too much white



Small text, complex layout



Text too small, too much info



## Content that visually performs well on LED displays



Simple layout, clear colors



High contrast, short message



Simple layout, short message



Complex image



Complex font (text at bottom)



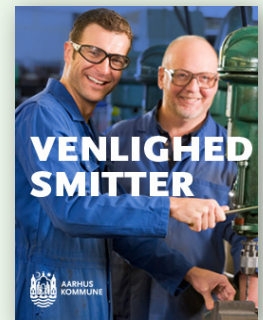
Small text



High contrast, short message



Simple layout, high contrast



Clear colors, simple image