

Art & Production Specifications

Design Tips...

For those of you who don't do this everyday!

Simplicity

- Use only 3 elements.
- Memorability and attention.
- 3-7 second view time. Less is more.

Legible Type

- Do not use weak, illegible type.
- Do not use oddball, hard to read type.
- Do not use type with too much contrast between thick and thin strokes.

Short Copy

- Simplicity and brevity are needed since the display is seen at a distance with the viewer in motion.

Strong Contrast

- Warm colors should be placed at points of emphasis.
- Cool colors in more subordinate positions.
- Photographs sometimes lack impact or definition.

Proper use of silhouette

- Used properly, silhouettes transmit ideas more rapidly and at greater distances.

Large Illustration/ Photograph

- Use only one large illustration or photograph.
- Close cropping and exaggerated points provide mass and impact.

Shipping Address

700 Fortress Ave
Chico, CA 95927

Compatible Software

Software used to create your design is not as important as the format in which you save it (see next section). Commonly used software includes Adobe Photoshop, Adobe Illustrator, Corel Draw, Freehand and Gimp.

Acceptable Formats

For a ready to print completed design, a .PDF (Adobe Acrobat Portable Document Format) with compression enabled and fonts embedded is preferred.

Other acceptable formats include: .PSD, .JPG, .TIF or .TIFF, or .EPS.

For designs which may need adjusting, .PSD (Photoshop Document) is preferred.

Acceptable Media

FTP services are preferred. To send artwork that is less than 10mb or to inquire for instructions, please email jcurtin@stottoutdoor.com.

CD, Flash Media Drive, Portable Hard Drive. If you would like your media returned, please make arrangements with your sales person.

Scale

For billboard designs, create your files to a manageable scale (versus the full scale of the final board). We recommend working at 1/2" = 1' scale and using a .25" bleed. Please provide a minimum resolution of 300 ppi for any photographic elements.

Transit shelters, benches and bus designs should be designed at actual size with at least 90 ppi.

Color

PMS colors, preferably called out in a print layout.

Color Laser print

High Quality Ink Jet print

MatchPrint

Written color instructions.

NOTE: Exact color matching is not technically possible in Outdoor—or any other medium. A quality color print ensures that you will receive the most accurate reproduction currently available utilizing four color process printing.

Fonts

Fonts should be embedded in your design.

If a specific font is needed and cannot be embedded, include the font as a separate file.



P.O. Box 7209 | Chico, CA 95927 | (530) 342-3235 | Fax: (530) 342-0712

www.stottoutdoor.com