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CIRRUS LED DISPLAYS

CONTENT GUIDE

Your complete guide to creating impactful, effective content for digital displays.

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INTRODUCTION

When you invest in a digital sign, you are looking to grow your business with your new marketing channel. But buying the sign isn't the end of your journey. **Research shows** that 76% of Americans have entered a store just based on the sign. Another 68% admit to buying products just because they saw it on a sign. What attracts customers, and grows your business, is the content you put on your new display. With such high stakes, you need to get it right.

Bad content will not bring people into your business. What you need is a way to build content that wows anyone passing by and makes them want to come inside.

Here's the thing: A lot of research has been done into what makes a good sign, and if you follow these steps you'll be making "WOW" worthy content in no time.



To start, ask yourself these five questions

1. What are you trying to accomplish?
2. What is the primary goal of your sign: directing, informing, or selling?
3. What image do you want to project?
4. Who is your target audience or customer?
5. How far will readers be from the sign and how long will they have to read it?

AUDIENCE

Who is your audience? It can be tempting to say “everyone”, but in doing so you’re going to make content that will be unremarkable. When you try to appeal to everyone, you appeal to no one. Knowing who you’re talking to helps you decide what images, fonts, and colors to choose.

Some audiences expect businesses to be professional and somber, others to be playful and cheeky. Age often plays a large factor, as does your industry. So keep this in mind as you’re developing your plan. Your tone should reflect who you’re speaking to.



LEGIBILITY

Many factors can impact the legibility of a sign. The amount of text, how many images are present, size of the font, style of font, colors, distance, the list goes on. Take the time to make sure your sign is legible from the average distance seen, and you'll see a bigger impact. When designing for an outdoor display, remember your audience is in motion and you have a short time to get your message across – so keep it simple.

A sign that is too busy will take too long to understand -- and will be glossed over by passing drivers. You can have more than one slide on your digital sign, so there is no need to try to cram everything into one.

Viewing Distance

Viewing distance is one of the most important factors. 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, but always try to keep your texts bold and brief. When in doubt, less is more.

This chart is a starting point to help you understand font size to distance. Even with our handy guide, always check your design after it goes up to make sure it looks the way you expected.

Viewing Distance	Minimum Letter Height
100 ft.	4 in.
250 ft.	10 in.
350 ft. (city block)	16 in.
1320 ft. (¼ mile)	57 in.

FONTS & OUTLINES

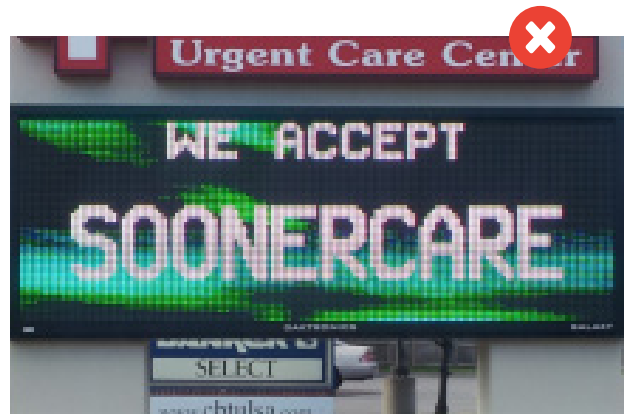
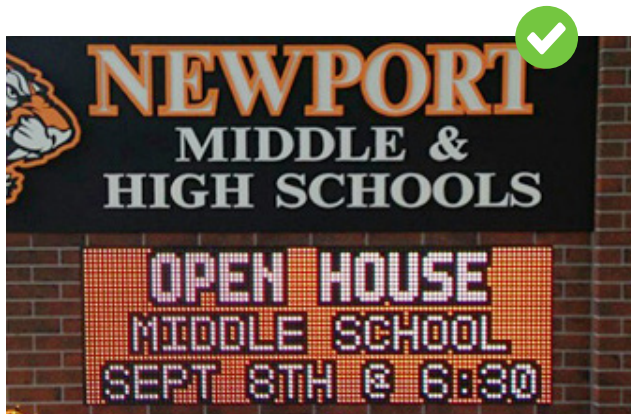
Font choice is very important to legibility. Your message will be bright and prominent if you use bold, light-colored text with a black or dark outline (also called a stroke) whenever possible. This really makes your text pop, especially if your background is multiple colors, or animated.

Do:

- Use bold and thick fonts
- Use dark backgrounds with light color text
- Use a dark outline (stroke) to text
- Use only one or two fonts per slide

Do not:

- Use script style fonts
- Use thin and wispy fonts
- Use brightly colored text on a light background
- Use more than two fonts per slide



COLORS & CONTRASTS

Basic color theory can help tremendously in communicating the right message and feeling. Reds often show urgency and passion, while blues inspire calm and trust. There are many resources to get you thinking about what color means and when to use it, but we recommend you start with this [psychology of color infographic](#).

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

Tailor your images to the aspect ratio of your sign. Be wary of high-resolution, realistic photographs that may look good elsewhere, but lose impact on an LED display. LED signs have a different pixel pitch (that's pixel density) 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.

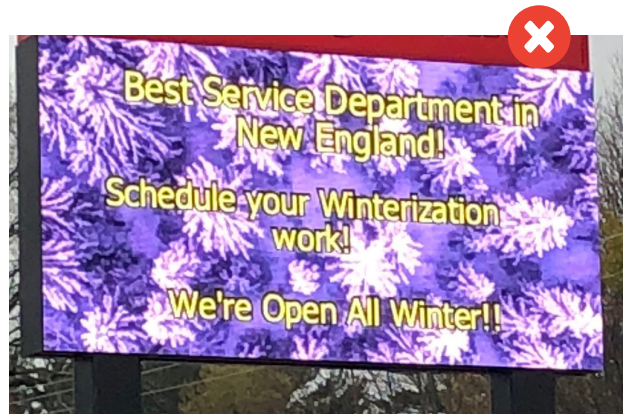
If you use **ScreenHub**, our free cloud-based digital signage software, we provide a stock image gallery to help you find images that will work with your display.

Do:

- Pick images with high contrast
- Pick images with solid areas to serve as backgrounds for text

Do not:

- Don't have too many subjects: images with 1-2 subjects is best
- Don't pick images with a lot of details



VIDEO

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. However, not every area allows for video or gifs on exterior displays. Knowing the local sign ordinances will help you know when it is appropriate. If you need help, you can contact your local sign shop. They can help connect you with information specific to your area.

Things to ask yourself when you make a video:

- How long will people have to see the video?
- What do you want people to remember?
- Does this video say more than an image could?

Do not use:

- Flashing video: the can be dangerous and distracting.
- Low contrast video: people can't see this quickly in passing.

KEEP IT FRESH

If you leave your content for weeks or months at a time it will blend into the background. The goal of your digital signage is to stand out! Maximize the impact of your display by changing your content frequently. Making changes such as new messages, graphics, or colors will help your display stand out from familiar surroundings and draw renewed interest.

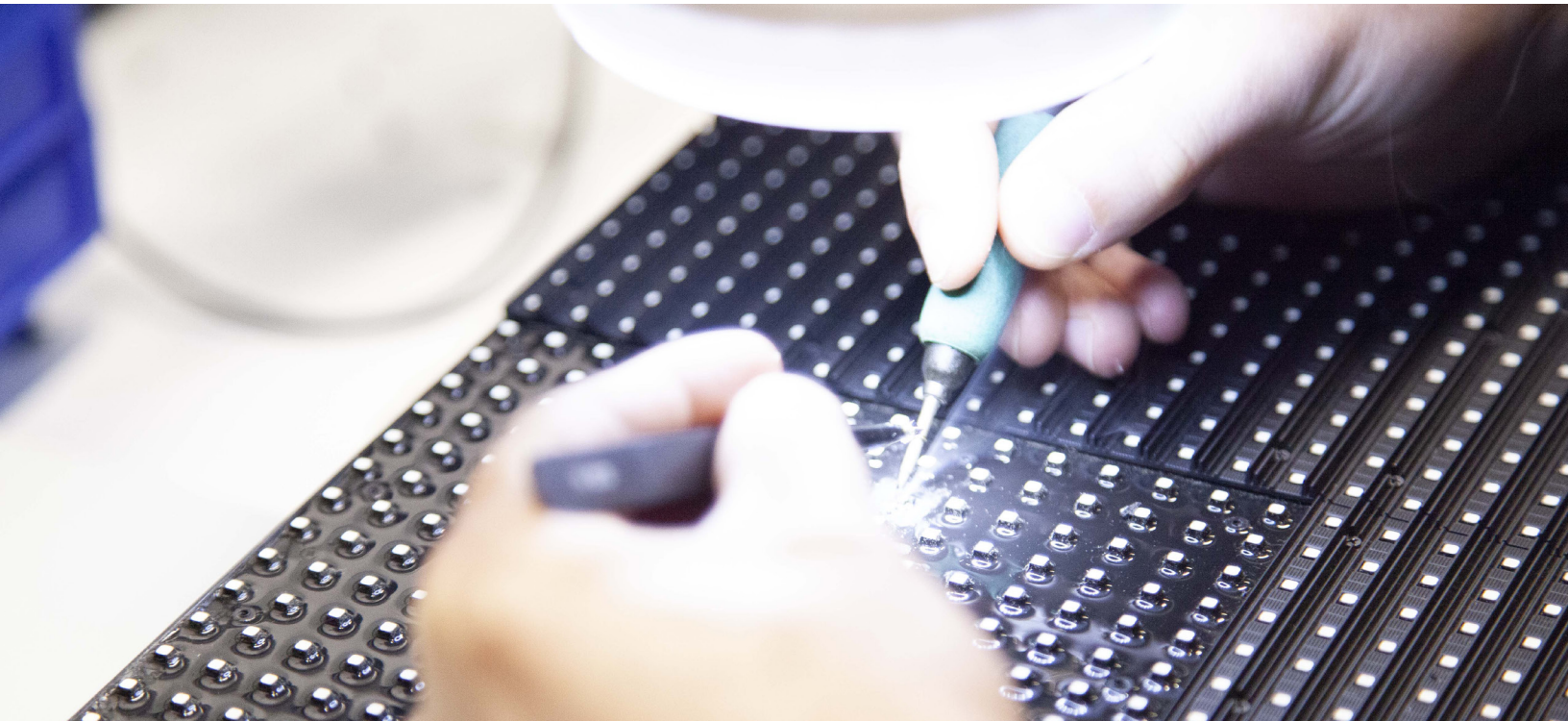
We recommend you change content at least once a week to stay relevant. You don't need to change every single slide, but a new promotion, message, or image can go a long way.

Use a good Content Management System

If you google digital signage software you will find quite a few options. We offer **ScreenHub** to help you solve your content management needs. It allows you to create content – no design experience required – and schedule it to all of your signs from one location. It's hardware-agnostic so any sign you own can use the same software.

Keeping your content all in one place will help you stay organized, and make it easy to change out content as often as you like from anywhere.

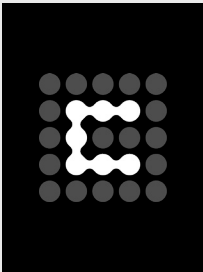
At Cirrus LED, we believe in the power of innovation. We believe that every business and organization should be able to easily create engaging on-premise digital marketing experiences that accelerate growth without “breaking the bank”. That is why we strive to develop and deliver revolutionary signage products and easy-to-use solutions that are captivating, affordable and evolve with any business big or small.



If you have any questions don't hesitate to ask:

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