CREATIVE GUIDELINES

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Creative guidelines for Neuron Taxi Roof Top Advertising LED Screen

Design criteria for well-executed creative

1. **Make it Simple.** Designs need to be read from a distance. Display one idea or thought.

2. **Make Bold statement.** As a general rule, the best creative consists of SEVEN words or less.

3. **Make Strong contrast.** A strong contrast between the images, logo and background is essential to a viewer to understanding a message.

4. **Make One idea.** The best creative consists of ONE headline, ONE logo and ONE image.

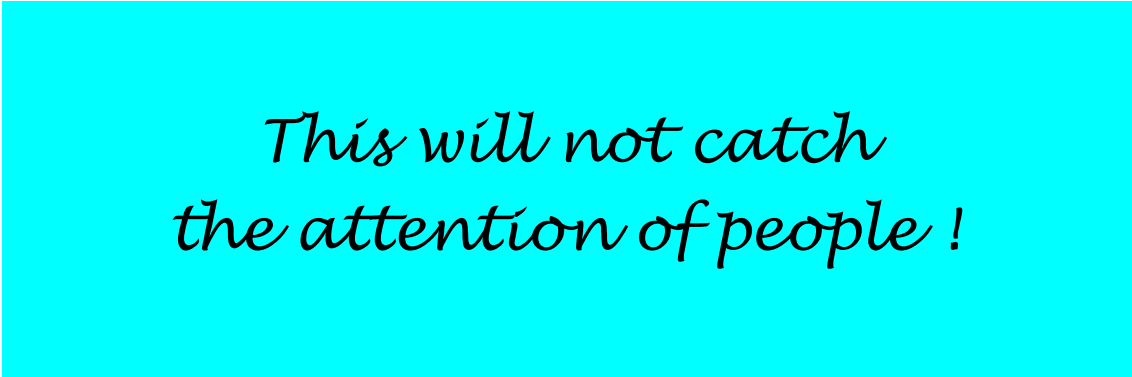**"Make it simple, but significant." –Don Draper**

"Simplicity is the ultimate sophistication." –Leonardo da Vinci

Creative designs with excessive words and images results in unreadable text and a confusing message.

Use bold fonts in your creative

Digital creative is generally best suited for bold fonts that contrast with the background. The creative should be simple, clear, precise and readable from variable distance. Use a font that doesn't consist of thin lines and cursive that may seems blurred to a viewer. Adding an outline to your text will help to separate it from the background. Always increase the font and image size if you have available space. Words with both upper and lower characters are typically easier to read than words built solely with capital letters.

This will not catch the attention of people !

Thin and cursive fonts are very difficult to see from a distance

Bold Fonts Makes People Easier to Read !

Bold font with a contrast between the text and background will attract the most

Colour Combination & Contrasts

Source: A Creative Guide to Outdoor Advertising.

Image Source: A Creative Guide to Outdoor Advertising

Full Value Colour Combinations

Source: A Creative Guide to Outdoor Advertising.

Above are 18 colour combinations tested for visibility, using primary and secondary colours, of full hue and value. Visibility is ranked in the sequence shown, with 1 being the most visible and 18 being the least visible.

Image Source: A Creative Guide to Outdoor Advertising.

Readability

Source: A Creative Guide to Outdoor Advertising.

It is essential that outdoor designs are easy to read. Choose colours with high contrast in both hue and value. Contrasting colours are viewed well from great distances, while colours with low contrast will blend together and obscure a message. In fact, research demonstrates that high colour contrast can improve outdoor advertising recall by 38 percent.

A standard colour wheel clearly illustrates the importance of contrast, hue and value. Opposite colours on the wheel are complementary. An example is red and green (as shown above). They represent a good contrast in hue, but their values are similar. It is difficult for the human eye to process the wavelength variations associated with complementary colours. Therefore, a quivering or optical distortion is sometimes detected when two complementary colours are used in tandem.

Adjacent colours, such as blue and green, make especially poor combinations since their contrast is similar in both hue and value. As a result, adjacent colours create contrast that is hard to discern. Alternating colours, such as blue and yellow, produce the best combinations since they have good contrast in both hue and value. Black contrasts well with any colour of light value and white is a good contrast with colours of dark value. For example, yellow and black are dissimilar in the contrast of both hue and value.

Evaluate your artwork

An LED's mean viewing time is about five seconds. View your creative from a distance of 5 metres; step 5 meters from your computer screen and you'll get a sense of what it looks like when seen from a distance. Watch your artwork for 5 seconds, can you read the entire message over this time? If not, then it cannot be read also by people or motorists who pass by the LED screen.

What is being sold here? Are the shoes, the sunglass or the man's clothing?

By focusing on a product's detailing, viewer know the point of the message immediately.

"Design is not just what it looks like and feels like. Design is how it works." –Steve Jobs

Recommended / Text size guidelines

The following image simulates the appearance of letter if read from 4 to 50 meter away

from our LED screen.

Distance from the Screen	Minimal Readable Text Height
4m to 15m	1" – 2"
15m to 30m	2" – 4"
30m to 50m	4" – 6"

Readability is also dependant on colour contrast. Higher contrast will allow smaller text size.

Complicated backgrounds behind the text will also reduce readability. We recommended to

follow the text guidelines to get the most visibility and attraction.

Taxi Roof Top Advertising LED Screen Ratio

The aspect ratio is the proportional relationship between the width and the height of the

LED screen. Any creative within the aspect ratio of 3 : 1 will work well in our LED screen.

Important Parameter

No	Description	Important Parameter	
		Motion Ads (Video)	Static Ads (Image)
1	Best Fit Size	900 x 300 pixel	300 x 100 pixel
	Allowable Size	< 1920 x 1080 pixel	> 300 x 100 pixel
2	Upload File Format	mp4	Jpeg
3	Duration	10 sec	10 sec
4	Upload File Size	<10MB	<10MB
5	Screen Ratio	3 : 1	
6	Colour Format	RGB	
7	View Angle	120 degrees (left and right view angle)	
8	View Distance	4 - 50 meters	