10 Tips: Designing for Wide Format & Display Graphics

01 4 Seconds
Average amount of time spent on first glance. Focus on core message and keep your copy short.

02 Font Sizes
Use this formula to calculate appropriate font sizes.

Viewing distance (in feet) x 0.034 = Height of text (in inches)

Height of text (in inches) x 72 = Point size of text

03 Simplicity
Keep your graphics simple with good use of negative space to allow for legibility of the message.

04 When, How, Where and by Whom
Know the environment your graphic will be used in and the consumer experience you are trying to achieve.

05 Building Your Files
Larger graphics files can be built at 50% actual size to manage file size.

06 Vehicle Graphics
Don't design with information overload. Less is more, especially on moving vehicles!

07 Image Resolution
Depends on viewing distance. Ask our prepress experts to help determine proper resolution before you begin your design.

08 PDFs
Always provide us with a low-res PDF proof of your artwork when you submit files.

09 Vectors & Text
Shapes and text should be created and output as vectors, which are scalable to any size.

10 Substrates
Choose the right substrate based on durability, use and environment, and lifespan.

bigger than life!

CALL US TODAY!
Whether you are headed to a trade show or adding signage to your lobby, we have every option you will need to make your brand bigger than life with wide format and display graphics.

BONUS TIP:
If you want us to do your design, no problem.
Just give us a call!

573-635-6119
Toll Free: 800-456-5867