

Digital Sign Examples

Don't



- 1 Use the old sizing. New size is 1920 x 1080 pixels.
- 2 Avoid irrelevant, pixelated, and blurry photos.
- 3 Make sure color combinations and the fonts you choose are readable and accessible.
- 4 Avoid too many words and make sure the text is large enough to read.
- 5 Make sure to use our current up-to-date logos and make sure logos are clear and do **not** have a background behind them.

Do



- 1 Use the correct sizing of 1920 x 1080 pixels.
- 2 Use a relevant and clear photo.
- 3 Text is clear and easy to read because of its color contrast with the background and font. It is best to use one of WSU's branded fonts.
- 4 Keeping things short! Utilizing bullet points can also make your sign more engaging.
- 5 Contact information can be very helpful.
- 6 If you have the ability to, a QR code can help! If not, include a short URL.
- 7 Use [the current WSU Spokane logo](#) or unit logo. Make sure the logo is not blurry and has a transparent background.