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Soofa Sign Digital Screen

Hero Layout Specs

Soofa Sign Hero Layout

How It Works

Soofa Signs feature a rotation of prominent ads, local events, a dedicated section for community content and city PSAs, a live twitter feed, and a live weather update.

To engage as many people as possible, design your ad to be viewable from a distance. That doesn't mean that every word needs to be visible from 25 feet away, but you want both your main headline and overall design to command attention.

Uncompressed JPG or PNG   File Size <4MB

Greyscale Color Mode   Dimensions: 2160px x 2160px

150 DPI   Display size: 25 in x 25 in

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LIVE AREA
2160 x 2160 pixels

Community Widget

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Best Practices

Design in grayscale with a lot of contrast

Design for pedestrian traffic with logical hierarchy
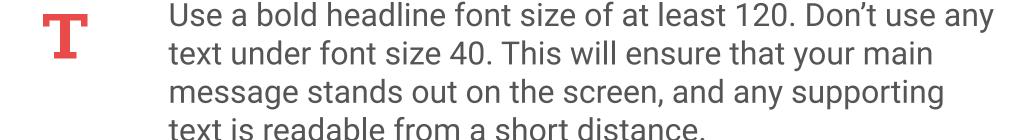
Have one call to action in mind when designing

Design and deliver multiple versions of your content for the campaign
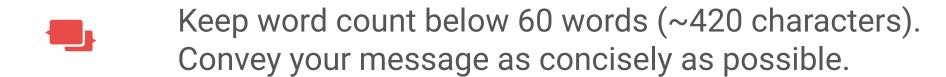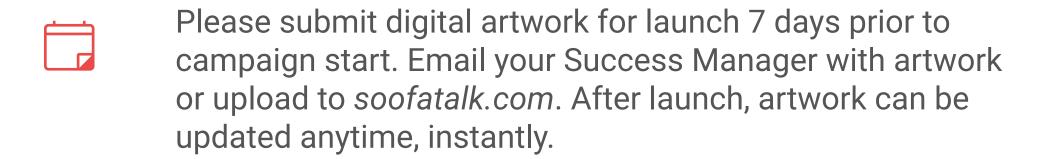
Use an image, pattern, or illustration in your design. Other content blocks on Soofa Signs are text-based, so using imagery creates visual interest.

Use black backgrounds with white text. Negative space on the Soofa Sign layout is white, so content with a black background stands out the most. If using a white a background, consider adding a thick border (Soofa will add a thin border to all content automatically). Avoid grey backgrounds.

T Use a bold headline font size of at least 120. Don't use any text under font size 40. This will ensure that your main message stands out on the screen, and any supporting text is readable from a short distance.

Keep word count below 60 words (~420 characters). Convey your message as concisely as possible.

Please submit digital artwork for launch 7 days prior to campaign start. Email your Success Manager with artwork or upload to *soofatalk.com*. After launch, artwork can be updated anytime, instantly.

REACH THOUSANDS

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Examples of Successful Content