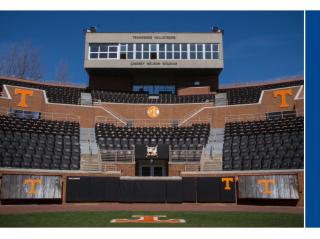# BASEBALL BACKSTOP DISPLAY
CONTENT BEST PRACTICES

It is important to use your digital signage to its full potential. Remember that your goal is to attract attention and deliver useful information. Your message can get lost in too much clutter on the display. It will create confusion and viewers may have a hard time understanding your message or just ignore it completely. Don't risk your signage sabotaging your marketing efforts.

Consider these guidelines when creating artwork for Daktronics LED backstop displays.

MESSAGE

Your message should be simple, bold and brief. Keep text to a minimum and allow the graphic to talk to consumers. Keep it uncluttered by directing customers elsewhere for more information, such as a phone number or a website.

DESIGN

The most important principle for creating effective content is visual prioritization of the message. Define what you want to communicate and use motion, size, contrast, color and position to highlight those elements.

COLORS

Your display has the capability to show a complex color palette. Create content for the display with RGB color space. Vivid, high-quality logos, images and text should appear in front of contrasting backgrounds. Dark backgrounds allow logos to capture the viewer's attention and can have a simple clean look. Bright and saturated colors work better than pastel colors or low-contrast colors.

CONTRAST

Contrast is a great way to separate the different sections of your composition making it easier to read. To catch the audience's eye and develop high contrast between the text and the background, use smooth gradients, textures, or movement.

TEXT/TYPEFACES

Try various fonts to find the one that works best and is easiest to read on your sign. We recommend using no more than two (2) different fonts. Using too many fonts may make a message seem overwhelming. It's best to make the text as large as you possibly can on the display. Your audience is in motion and will be glancing up at the display so the quicker they can absorb your message the more effective it will be. The use of outlines and drop shadows on type can greatly increase legibility.

ANIMATION

Make sure motion doesn't get in the way of comprehension or readability. Keep the motion smooth and subtle, because viewers will look away if too much is going on. Hold text long enough for viewers to read and comprehend the message. When using images, try to zoom in on the focal point instead of using the entire image to create a bolder visual effect.

For more information on backstop displays and best practices, call 800-325-8766 and ask for the Creative Services Team.

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