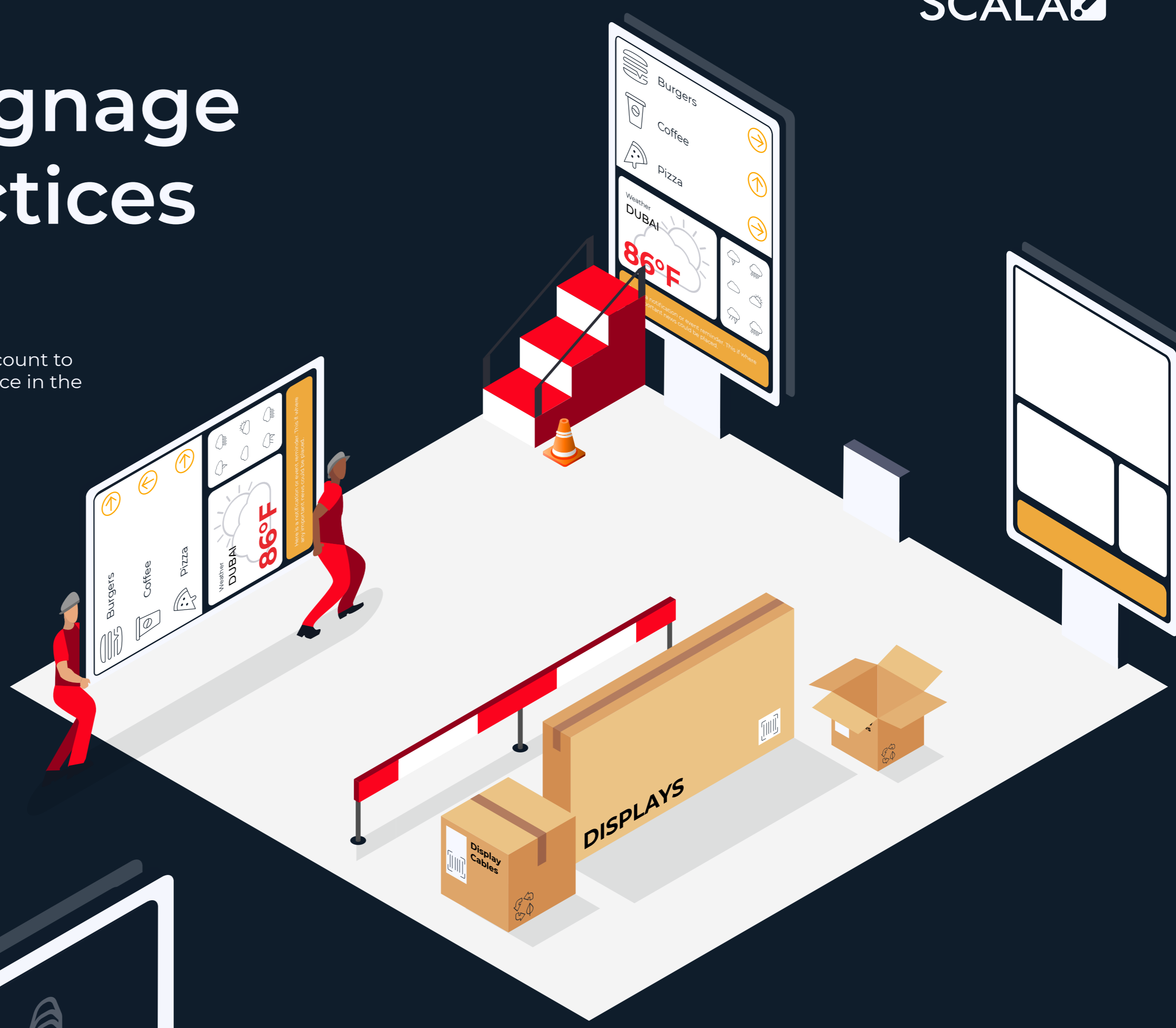


# Six Key Digital Signage Best Practices

Many factors should be taken into account to ensure you are engaging your audience in the most effective manner.

- + Legibility
- + Accessibility
- + User Experience
- + Graphics and Animation
- + Playlist Choreography
- + Action and Measurement



## LEGIBILITY

In order for your message to be effective, legible copy on your signage is essential. Make it easy on your audience to see and comprehend your message with these tips.

Signage in lobbies is usually 5-10 feet away, while data center signage can be up to 30 feet away.

### ✗ The Don'ts ✗

- 3+ Lines of Copy
- 5+ Words per Line
- Serif Fonts
- 2+ Italicized Words



5 - 10 feet

up to 30 feet



## ACCESSIBILITY

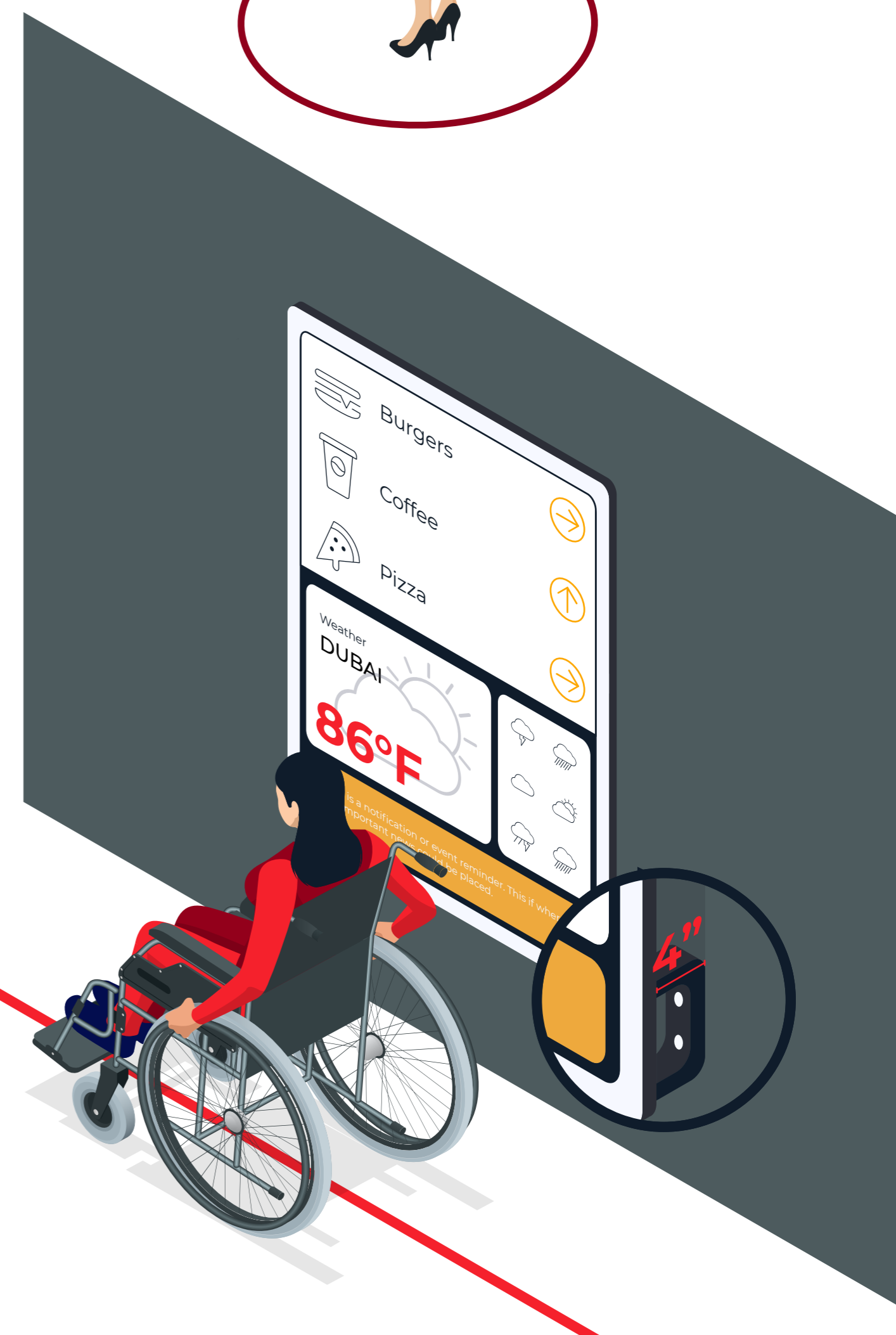
In order to be ADA compliant, all electronic and information technology, including digital signage, must be accessible to people with disabilities.

Technology provides opportunities for all people to interact with content and to process information in ways that are more usable to them.



**1/12 men** and **1/200 women** are colorblind.

Any display that extends beyond **4''** off of a surface into a walkway is in violation of the ADA.



## USER EXPERIENCE

Knowing the viewing scenario of your audience can improve the success of your message and allow you to design content appropriately.

### Waiting or Dwelling Areas:

- |                     |                  |
|---------------------|------------------|
| Informative Content | Engaging Content |
| + Directories       | + Trivia         |
| + Calendars         | + Videos         |
| + News              | + Stories        |

### Transit Areas:

These screens are viewed at a glance, and should have no more than five words.

- + Event Info
- + Daily Reminders
- + Brief Calls to Action

These are most effective in short, concise rotations.



## GRAPHICS AND ANIMATION

Designs and animations should add to your message, not distract from it. Avoid Clutter.

**PEOPLE NEED TO SEE YOUR MESSAGE 3x** before it sinks in so different versions of the same messages are critical.



## PLAYLIST CHOREOGRAPHY

Schedule your playlist to change according to the dynamic of the space that your signage is located.

Consider the time of day and what type of environment your message will be in during that time.



## ACTION AND MEASUREMENT

If you're using your digital signage to encourage your viewers to take a specific action ensure that your message is strong, clear, and concise.

Give **SPECIFICS**, and include **dates, times, and locations** if applicable.

Optimization should be a constant improvement, as opposed to a once-and-done exercise.

Constant iteration, even minor tweaks or updates, can ensure that your message is always optimal and has the biggest impact.

