NED PRESENTS

12 TIPS

TO MAKE YOUR

DIGITAL SIGNAGE

A BIG HIT

A QUICK REFERENCE GUIDE ON HOW TO MAKE YOUR DIGITAL SIGNAGE CONTENT LOOK GREAT ON EVERY SCREEN

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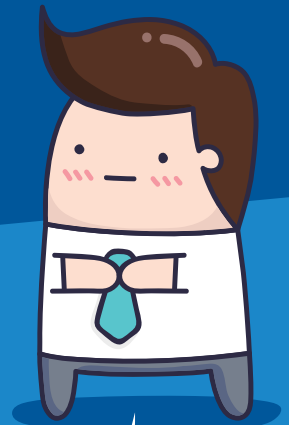
12 TIPS TO MAKE YOUR DIGITAL SIGNAGE A BIG HIT!

How can you make your digital signage more effective? To answer this question, Netpresenter's helpful helper, Ned, put together a quick reference guide on how to make your digital signage content look great on every screen.

wow!

1 SLIDE DURATION

10-20 seconds. Remember: more frequent exposure is better than longer exposure

10 – 20 seconds!

CONTRASTING COLORS 2

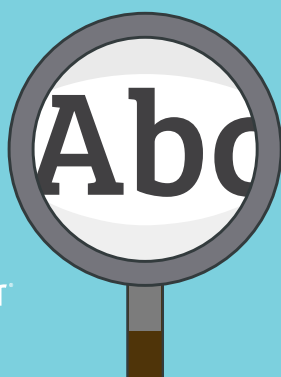At a distance, people see light text on dark backgrounds better than dark on light

3 NUMBER OF SLIDES

10-15. Quick rotation means more chances of people actually seeing messages

Viewers need to see a message 7 times to take it in

READABILITY 4

Large text and bold lettering is easier to read from a distance

Abc

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5 THE 3:5 RULE

No more than three lines of text if five words each

OR

No more than five lines of text of three words each
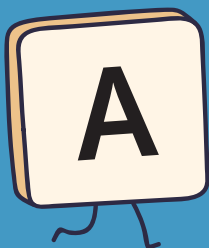
6 ATTENTION, PLEASE!

Use catchy titles and headlines to get noticed

Title!

7 NICE-TO-KNOW INFORMATION

Make presentations more lively with birthdays, sport news, weather, traffic and live newsfeeds

8 SIMPLE FONTS

Pick a simple and legible font. Sans-serif fonts are ideal to create attractive digital signage content

A

9 KEEP IT UP-TO-DATE

Nobody is interested in last week's news

NO **BIG** WORDS

10

Keep your text simple and clear:
big words are harder
to read at a glance

11

DYNAMIC CONTENT

Don't just stick to text,
use dynamic content (e.g. images, videos, …)
to draw your audience's attention

CALL-TO-ACTIONS

12

Use active voice and -verbs
to spark action

Contact us and find out what we can do for your
organization!

Let's Talk

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