

BEST PRACTICES

TIPS & TRICKS FOR EFFECTIVE ADS

Font Size (Approximate Ranges)

- A good rule of thumb for digital signs is:
Letter height (in inches) = Viewing distance (in feet) ÷ 25
- So, if people are standing 6–15 feet away (typical for a lobby vestibule):
 - Titles / Headlines: 90–120 pt ($\approx 1\text{--}1.5$ in)
 - Subheadings: 60–80 pt ($\approx 0.75\text{--}1$ in)
 - Body Text (short details): 40–55 pt ($\approx 0.5\text{--}0.7$ in)
- Always keep text minimal — no long paragraphs, since readability drops fast beyond ~15 feet.

Font Style Recommendations

- Sans-serif fonts are best for clarity and quick reading: Arial, Helvetica, Open Sans, Futura, Roboto, Calibri
- Avoid script or decorative fonts — they blur at distance.
- Bold or semi-bold weights improve legibility, especially on bright backgrounds.
- High contrast (e.g., white text on dark background, or black text on light background) is essential.

Additional Tips

- Stick to 5–7 words max per line.
- Use ALL CAPS only for short headings, not for body text.
- Keep at least 20–40 px of padding around text blocks so it doesn't feel cramped.
- Test designs by standing back from your computer screen — if you can't read it at ~10 feet, neither can your audience.