



## Tips for designing outstanding digital content

Digital signage is rapidly growing in popularity as advertisers recognise the medium's ability to deliver customised, compelling content to a broad audience. However, to tap into the vast potential of digital signage it's important to adhere to the following guidelines to maximise your ROI and create eye-catching content that conveys the information and call to action that you want your audience to absorb and respond to.



#### General tips:

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- Form must compliment function since the end goal of digital signage is to inform people or get them to do something. Therefore you should ensure that your sign displays accurate, relevant and up-to-date information and that the right mix of multimedia is used relative to your message and audience.
- Adjust the scroll time (i.e. the time between advert transitions) depending on your sign's audience and location. For example, if people are passing by along a busy walkway then you can have a shorter scroll time whereas if they're standing around waiting in a queue then you should set up your sign to have a longer 'dwell' time.

#### Design tips:

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- The graphics displayed by your sign must be bold enough to be seen at a distance so try to avoid intricate detail that's difficult to distinguish from afar.
- The colours used in your campaign should complement each other and be cohesive with your branding. It's important to recognise that colour helps to create contrast, draw a viewer's eye, and determine how much impact your information has.
- Your call to action should be concise and compelling, and it must be quick and easy for people to perform whatever the call to action is asking.
- Ensure that the most important informational aspects of your sign (such as calls to action) are the focal point of your content from a design perspective.
- Keep your text brief and to the point, and use text colours that contrast well and draw attention to the most important parts of the copy.

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If you think that your business can benefit from digital signage and the dynamic, compelling content it offers then give Omega a call today to discuss your options and to receive professional advice from the collaboration experts.