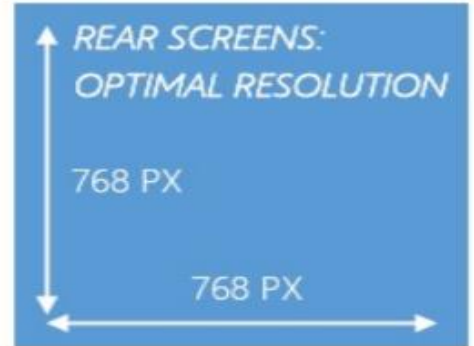


LED Creative Requirements



Optimal Resolutions	- 768 x 1366
Type	- Typography should be 15 pixels/points or larger. - For legibility purposes use a sans serif font. BOLD font preferred - Use safe title guidelines.
Images	- Images should match dimensions indicated above and favour landscape over portrait framing. - Image Resolution should be 72 pixels per inch and use RGB Colours.
Videos	When designing your own creative, produced a video for the side screens of the truck (1366 X 768) and a static image for the back screen. (768 X 768). Videos should have the following: - Frame rate of 30FPS or 29.971FPS - MPEG 4 Video

Creative Visibility

Example

BAD

Example

Good

