

# Digital Signage: Content Best Practices

## **Text should be easily visible at a reasonable distance from the sign:**

- Always ensure that text colors have **high contrast** with the background color.
- Avoid dark backgrounds with neon colors and white characters.
- Keep your **font sizes large**, especially for your main messages. To test size, create a test screen with lines of different font sizes and have people view the screen at the farthest practical distance. Remember too that people may view the screen as they pass by and give your sign only a brief glance.
- The exception to this would be for screens meant for interaction, where the user is standing directly in front of the sign. Even here, though, keep in mind viewers with older eyes or limited vision.
- Serif fonts work well for long text passages, but digital signs are the wrong medium for paragraphs of text. It's best usually to **stick with sans-serif fonts**.
  - Recommended fonts:
    - Georgia for large headings and titles
    - Helvetica for all other text
  - Other font options:
    - Austin or Bembo for large headings and titles
    - Gotham for all other text

## **Interactive signs should have alternative accessible designs:**

- Accessible elements (e.g., buttons) must be placed between 36 and 42 inches when measured from the floor
- Consider accessibility when designing your wayfinding content (such as stairs and accessible entrances)

## **Think communications at a glance, your viewers grab a glimpse of content at a time**

- Keep your **words few and short**; rewrite a few times to get it progressively more concise
- **Write in phrases** rather than full sentences
- Use **active voice** and **action verbs**