

WORLD FAMOUS
**BLAZIN'
BURGER**

DAKTRONICS

GALAXY



**CREATING EFFECTIVE LED
DISPLAY CONTENT FOR QSRs**



SETTING THE SCENE

This content creation guide uses an imaginary quick service restaurant (QSR), called Bob's Blazing Burgers, to illustrate effective digital LED display content. Read below to find out more about the company's history and character. Always reference your brand for accurate representation of your products or services.

BOB'S BLAZING BURGERS

Once upon a time, there lived a southern fella named Bob. He had a dream and in the summer of '72, Bob realized that big, blazing burger dream when he spent every last penny to open the very first Bob's Blazing Burgers restaurant in Amarillo, Texas.

Word caught like wildfire about Bob's, and what started as one small corner shop in Amarillo grew to a regional chain of more than 50 locations across Texas and Louisiana.

Bob's specialty is no secret. It's big, blazing burgers. And he has a heckuva lot to choose from, too!

"We make our burgers the way they should be made: Hot and Sassy!"

BOB'S BRAND IDENTITY

IMAGERY

Like Bob, we should always strive to be bold not only in life but also with how we're perceived in the world.

Therefore, our imagery should be brazen and reflect our company's vision, people and products. Always all-natural, handcrafted and uniquely our own with an extra kick of flavor.

PRIMARY COLOR PALETTE



SECONDARY COLORS



DISPLAY TYPEFACE: **ClarendonEF ExtraBold**
ABCDEFGHIJKLMNOPQRSTUVWXYZ
012346789 !@#\$%^&*

PRIMARY TYPEFACE: **Lato**
AaBbCcDdEeFfGgHhIiJjKkLlMmNnOoPpQqRr
SsTtUuVvWwXxYyZz 0123456789 !@#\$%^&*



Roadside LED Display

OBJECTIVE

Digital displays prompt impulse buying. 8 out of 10 impulse buys are made in a brick-and-mortar store.¹ A good-looking composition including text and images on your display drives unplanned spending, making them the ultimate advertising medium.

Digital displays can be located outside and inside your restaurant. Roadside LED displays will pull the front-door audience inside. Once in the store, your indoor digital display system engages customers at every touch point.

Effective content is critical for this ad medium. Well designed content will help you meet your objectives. Engage audiences and amplify other marketing channels with messages included in your brand's promotional calendar. This guide focuses on producing content and maximizing the flexibility of your roadside LED display.

WHAT IS AN LED DISPLAY?

LED displays, also called digital readerboards, are often located on the roadside as a component of restaurant signage. Roadside LED displays are similar to indoor digital networks in their ability to change and update messages to meet your marketing goals. However, LED display technology and your customer's proximity to it is different from indoor digital displays, therefore content needs to be created differently.

Goals:

- › Create an ad tool that can't be ignored
- › Increase business through dayparting
- › Create a new buying habit
- › Target impulse buying
- › Engage customers with stimulating messages
- › Draw attention to your other marketing efforts
- › Increase traffic with call to action messages
- › Build customer loyalty

Indoor Digital Network



¹ Jacqueline, Renfrow. "80% of US shoppers make impulse purchases" January 25, 2016. Accessed on October 15, 2018 <https://www.fierceretail.com/operations/84-us-shoppers-make-impulse-purchases>

WHAT IS BEST FOR LED DISPLAY CONTENT?

PRINT VS. DIGITAL

The artwork/content created for LED digital reader boards must be approached differently than artwork created for POP, magazine/newspaper advertisements or television commercials.

The content on an LED digital reader board must not only be vivid and use contrast properly, it must be brief to be effective.

Traditional signage and advertising have one chance to convey all necessary information to customers. A digital reader board, on the other hand, can display multiple messages that appeal to customers and inform them of products and services.



Traditional Print Advertising

The example above is one of Bob's print advertisements. Below are examples of how Bob's used the same content to create single messages for their LED displays.



Digital Display Content



Digital Display Content

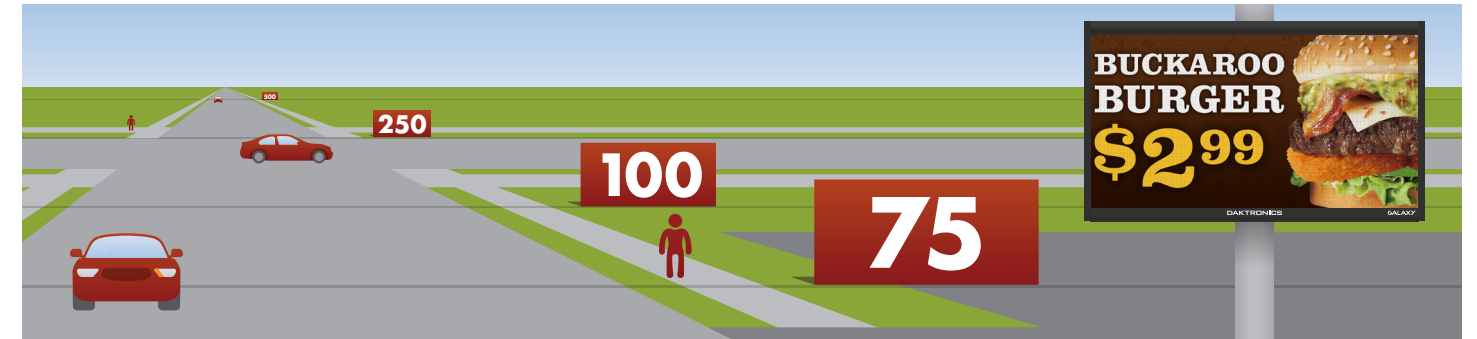


Digital Display Content

MESSAGE DURATION

Sign codes vary from city to city. Because of this, some stores can take advantage of full-motion animation, while others can use still graphics. The following points are considerations for building content.

- › Prepare an animated and still version for each promotion.
- › Remember to keep the entire animation between 7 to 10 seconds in length. Your customers are in motion.
- › Create still content that is easily understood in less than 2 to 3 seconds. (The Federal Highway Administration recommends that drivers not remove their eyes from the roadway for more than 2 seconds.)



VIEWING DISTANCE CONSIDERATION

- 500+ feet:** Win the glance of potential customers with color and/or motion (if regulation allows). Note that at this point there is typically no message recognition.
- 250 feet:** Customer should be able to read, easily interpret the promotion and comprehend the message in two to three seconds.
- 100 feet:** Customers should be able to clearly identify the promotion and act on impulse. By now they are starting to disregard the message and identify a point of location entry.
- 75 feet:** Ideally, at this distance a customer will focus on turning into the location and no longer look at the display for promotional information.

MAKE IT A CAMPAIGN

As previously stated, digital advertising needs to be created differently than traditional print and broadcast advertising because of the unique characteristics and capabilities of the medium.

Print advertising has one chance to convey all necessary information to customers, while digital advertising can show several messages in a series of rotations. This gives a single location multiple chances to convey the necessary information to customers.

Daktronics' Venus Control Suite control solution, a web-based software, easily updates and automatically rotates through a series of individual digital promotion slots. A slot belonging to one core product may also have unique digital content showing at each rotation. Consider how many rotations core products should receive in a week/month/year's worth of promotion slots.

Key Content Categories Include:



Brand Recognition



Products



Services



Seasonal



Local



Call to Action



Social Media



Limited Time Offers

This provides a better chance to attract the attention of different demographics and promotes ad campaigns with small amounts of text (i.e. information) instead of a single, text-heavy advertisement.



MORNING



AFTERNOON



EVENING



DAYPART YOUR ADVERTISING

Breakfast, Lunch, and Dinner: Advertise what you have and when you serve it.

Since 8 out of 10 impulse buys are made in a brick-and-mortar store, catching potential customers' attention early and often is important. The audience driving by a restaurant responds to eye-catching LED displays that are informative and attractive.

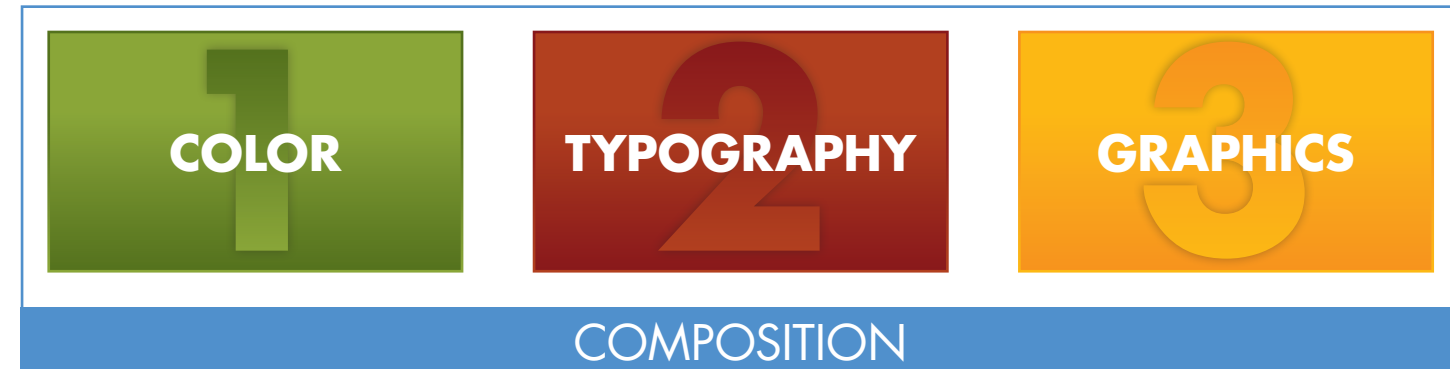
Target specific demographics while advertising breakfast items during breakfast hours and lunch and dinner menu items in the afternoon and evening.

THE DESIGN BREAKDOWN

SIMPLE. BOLD. LEGIBLE. BRIEF.

LED creative is a hybrid of all the design principles you have come across. The design for LED signs is most similar to design considerations for packaging. Packaging design focuses on capturing the attention of the consumer.

Graphic designers solve visual creative problems for LED displays by using the basic principles below.



80x150

EFFECTIVE

- › The design is on brand with good use of contrast.
- › The text and graphic center on the customer's interests, not the retailer's.
- › The size of the text is large and uses all of the space.
- › The layout uses effective color, and the graphic supports the message.



80x150

INEFFECTIVE

- › The design has too much information and too many elements to focus on.
- › Background color and contrast are not acceptable.
- › The text does not flow naturally.
- › Style is inconsistent with branding.

COLOR

Create an emotional connection with your consumers while leveraging the characteristics of the technology, emitted light. Be open to modifying your current color palette to reflect your true colors in LED lights.

- › Vivid, high-quality logos, images and text should appear in front of a contrasting background.
- › Dark backgrounds allow logos to capture the viewer's attention and speed message retention for understanding.
- › Bright and saturated colors (with no white in them) are ideal.



BOB'S BRAND IDENTITY
Primary Color Palette



RECOMMENDED COLOR WHEEL

Hue: The pure color

Shade: Hue + Black (will darken the color)

- › Take full advantage of your display's color capability and consumer preferences by using rich, vibrant colors.
- › Avoid lighter tint and pastel colors.

EMOTIONAL CONNECTIONS

Certain colors tend to evoke specific emotions or ideas, so choose them carefully to help support products and concepts.

Red	Stimulating, exciting, provocative, dynamic
Red Orange	Domination, aggression, and action
Orange	Friendly, vital, playful, energizing, inviting
Yellow Orange	Illumination, wisdom, and wealth
Yellow	Sunny, warming, cheerful
Yellow Green	Sickness, cowardice, discord, and jealousy
Green	Soothing, nature, refreshing, healing, fresh
Blue Green	Emotional, healing and protection
Blue	Cool, quiet, serene, constant
Blue Violet	Unique, precious, royalty, and sacred
Violet	Creative, regal, spiritual, mysterious
Red Violet	Energetic, happy, sweet, romantic, youthful
Black	Strong, classic, elegant, mysterious

USING TONAL CONTRAST

Contrast is vital to LED content because it helps the viewer distinguish between design elements, making the content more appealing and easier to read on the actual display.



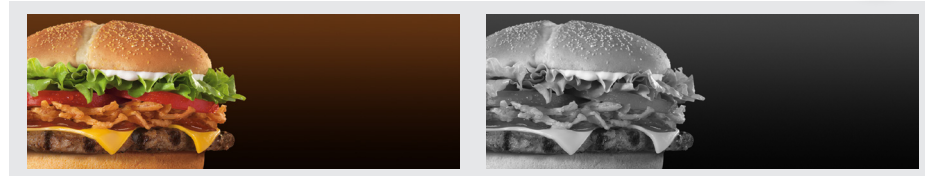
When contrasting images are featured on LED displays, colors appear more vibrant and images pop. For best contrast, use tonal contrast (or value difference) instead of only color difference.

The bottom image uses hues of red and green that have the same tonal value (bad contrast). It is difficult to distinguish between background and text. This produces an effect called “vibrating.”

MEASURING TONAL CONTRAST

After turning your content to gray scale, is your advertisement still readable? Does your product stand out? If so, your content piece has good tonal contrast.

Bob chose to use the background with the gradient because of its superior tonal contrast.



ADJUSTING YOUR CONTRAST/HUE/SATURATION

Slightly brighten the color of the burger bun to allow it to stand out on the digital display. Choose a brighter green for lettuce, and a brighter red for a tomato. You get the idea.



80x150



80x150

BLACK BACKGROUNDS

For digital reader boards, black is the absence of color. LED technology emits light, therefore black is created with the use of less light.

Black and other dark backgrounds are easy on the eye and attractive, day and night.

WHITE BACKGROUNDS

Avoid white backgrounds. White blends all colors and uses more light in digital reader boards. As such, white or very light colors may repel the eye—an undesired response in advertising.

A grave concern in most areas where sign codes are under review is offensive use of light or white content. Therefore, Daktronics does not recommend using them.

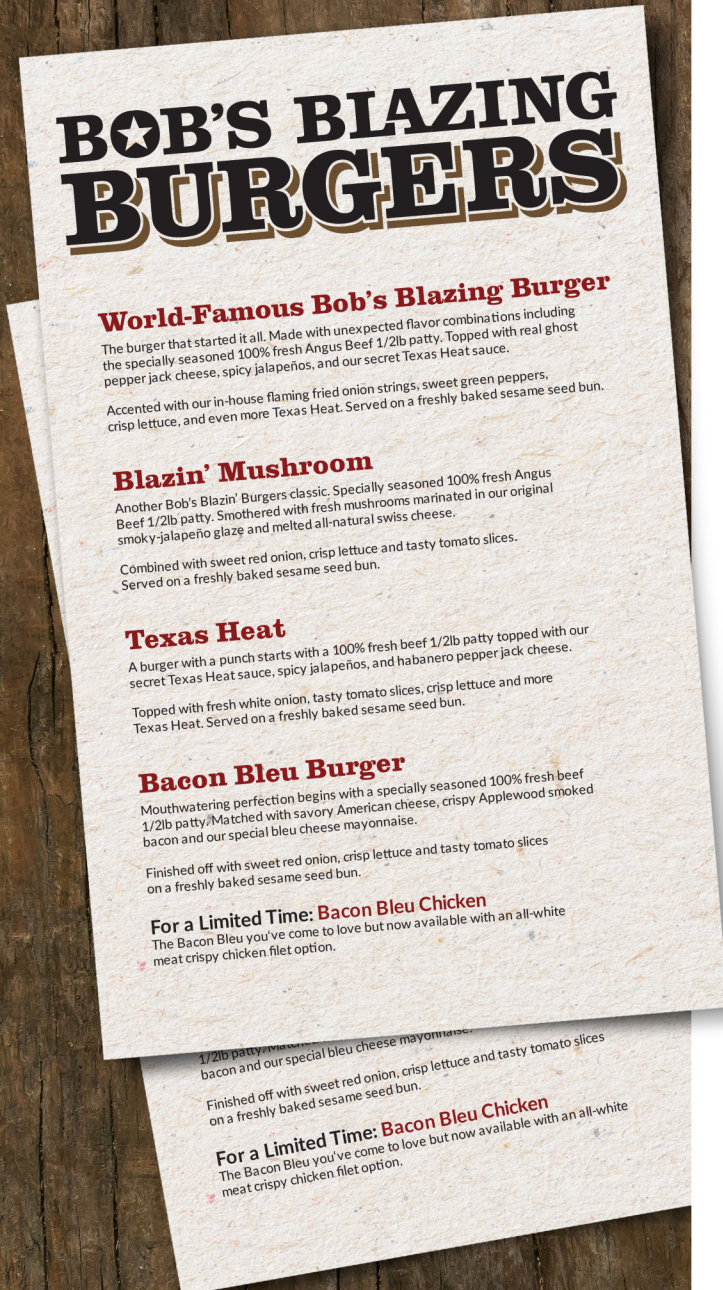
Take advantage of the display’s vast color capability to choose colors that attract and are more pleasing to the eye.

If white or pastels must be used, the content should be scheduled for daytime viewing.

*In contrast to “white space,” or negative space, being white on paper, “white space” on an LED sign is black.

(White space is the open, unmarked area for the eye to rest in your design. The eye does not “rest” on white light produced by an LED sign.)

TYPOGRAPHY



Here are some techniques used to achieve high readability in Bob's digital advertisements:

- › Use bold style fonts with a dark stroke. We recommend drop shadows.
- › Upload corporate-approved fonts and take advantage of branded lock ups (product-specific text treatments).
- › Limit the amount of text for passersby to understand the message.

In most advertising media, it is not advisable to place text over a graphic. In LED advertising, using animation or graphics allows little space for text.

Combined with the fact that message comprehension should be achieved in 2 to 3 seconds, layering text over a graphic becomes acceptable, in some cases necessary.

BOB'S BRAND IDENTITY

Display Typeface: **ClarendonEF ExtraBold**
Primary Typeface: **Lato**

READABILITY

Select easy-to-read typefaces. Large, bold fonts make it easier for your audience to read and comprehend text from different viewing distances.



Poor contrast. Font is too thin. Visually vibrating, and hard to distinguish.



Better, not great contrast. Bold font and black outline helps improve readability.



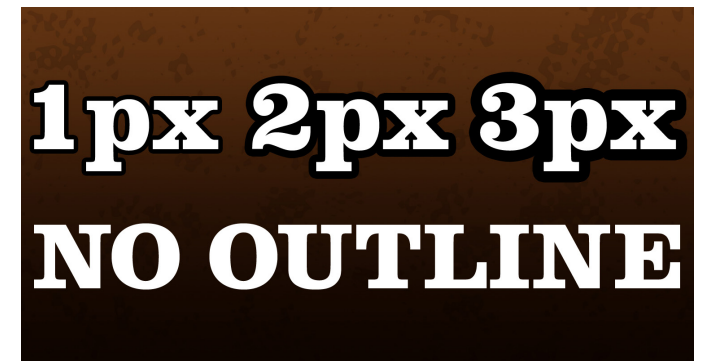
Great contrast, vibrant text with black outline adds sharpness to colors.



OUTLINES

Depending on the background and the text color used, you may want to consider an outline. Sometimes an outline is the only difference between a good design and a bad one.

- › Black/dark outlines offer the greatest contrast and are easiest to read.
- › Often the thicker the outline, the better the readability. Test your preference.
- › 2px or 3px provides great results.



No outline works when there is enough contrast between text and background, and gives text a softer feeling which may be desired.



DROP SHADOWS

- › Shadow Text is a great alternative to an outline in some circumstances.
- › Using black for drop shadows provides the best results.
- › Try pairing a stroke with a drop shadow for a very bold, dramatic effect.

GRAPHICS

Forty years of research in various fields proves that we notice and remember pictures better than we notice and remember words.* A graphic cuts through language barriers and illiteracy to evoke a response.

*"Picture Superiority Effect." Speaking PowerPoint, September 29, 2011.
<http://speakingppt.com/index.php/7-picture-superiority-effect/>



BOB'S BRAND IDENTITY

Imagery: Bold, all-natural and uniquely our own.



IMPORTANCE OF GRAPHICS

Your front-door audience will remember a graphic of a hamburger longer than a text-only message like, "Hamburger two-for-one sale."



IMPORTABLE IMAGE FILES

- › Logos appearing on a black or colored background will be more effective than logos on a white background.
- › For the most attractive images, use those in raster format (.jpg, .png, .gif, .bmp, and .tif).
- › Choose graphics to import that have a smooth gradation (smooth change from one color to another) of color shades and do not contain much detail.

IMAGE SIZE AND FOCAL POINT

You may need to change the size of an image to fit your display and then crop it so it will look best. Recognition is key.



60x150



60x150



60x150



TYPES OF CONTENT

Consider three types of content to grow your brand:

1. Corporate-Developed

Complete pieces that the operator won't need to edit.



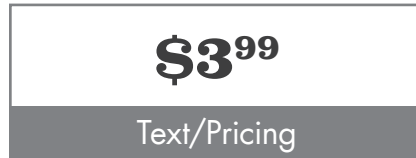
2. Templates

These include a background and/or image with space for the operator to add text.



Template

+



\$3⁹⁹

Text/Pricing

=



\$3⁹⁹

3. Building Blocks

These include layered, interchangeable: backgrounds, text/lock-ups, and PNG graphics.



Backgrounds/Colors

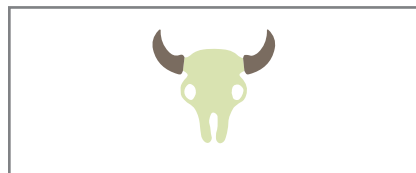
+



TEXAS
HEAT

Text/Lock-ups

+



Graphics

=



TEXAS
HEAT

RESIZING CONTENT BASED ON DISPLAY SIZE

Keep in mind when you create content that it might not be a one-size-fits-all situation. Differences in size and aspect ratio can alter the look of a promotion from one display to the next.

Maintain brand consistency and ensure great-looking content, no matter the display size or aspect ratio, by building messages in pixel-accurate sizes.



80x150



60x150



40x125

SETTING UP YOUR FILES

ADOBE CREATIVE SUITE SOFTWARE RECOMMENDATIONS & FILE SET-UP



Setting Up Your File

- › File > New
- › Set the pixel units of your display.
(ex: 80 pixels high x 150 pixels wide)
- › Color Mode: RGB
- › Raster Effects: Screen (72 dpi)

Exporting Your File

- › File > Export
- › Export as Type: JPEG
- › Select the “Use Artboards” Check box
- › In the JPEG Options Dialog box,
please use the following settings:
 - › Color Mode: RGB
 - › Quality: 10/Maximum
 - › Resolution: Screen 72 dpi



Setting Up Your File

- › File > New
- › Set the pixel units of your display.
(ex: 80 pixels high x 150 pixels wide)
- › Color Mode: RGB 8 bit
- › Resolution: No Less than 72 pixels/inch

Saving Your File

- › File > Save As
- › Format: JPEG
- › SAVE
- › In the JPEG Options Dialog box,
please use the following settings:
 - › Quality: 12/Maximum
 - › Format: Baseline
("Standard")



Setting Up Your Composition

- › File > New > New Project
- › Composition > New Composition
- › Name Your Composition
- › Set the pixel units of your display.
(ex: 80 pixels high x 150 pixels wide)
- › Pixel Aspect Ratio: Square Pixels
- › Duration: 1 frame for stills.
7-10 seconds for Animations.

Rendering Your File

- › Composition > Add to Render Queue
- › Output Module: JPEG for Stills/AVI for Animations
- › Output To: Select render location
- › RENDER

CREATIVE SERVICES

Do you have an LED display but don't have the time or staff to manage and create content for it? We have good news for you.

Our dedicated content management team and experienced digital artists offer services to help put your mind at ease.

- › Consultation
- › Content Creation
- › Scheduling

Contact your Daktronics representative and let us know how we can help.

CONTENT SITE

For a selection of content packages built to optimize the display technology visit:

[Daktronics.com/Content](https://www.daktronics.com/Content)



BLAZIN' COMBO \$5.99

DAKTRONICS

GALAXY

Your Brand on Display.

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