

# Park Royal Tower, London Artwork Guide



**Panel:** RISE+

**Format:** Digital, Static

## Artwork Requirements

**Pixel Dimensions:** 720px x 1080px

**Colour:** RGB (CMYK will not display correctly)

**File type:** JPEG

**Bleed:** Not required

**DPI:** 72 DPI

**Quality:** High/Maximum

**Motion content:** Static only

**Scale:** Save at 100% (576px x 864px)

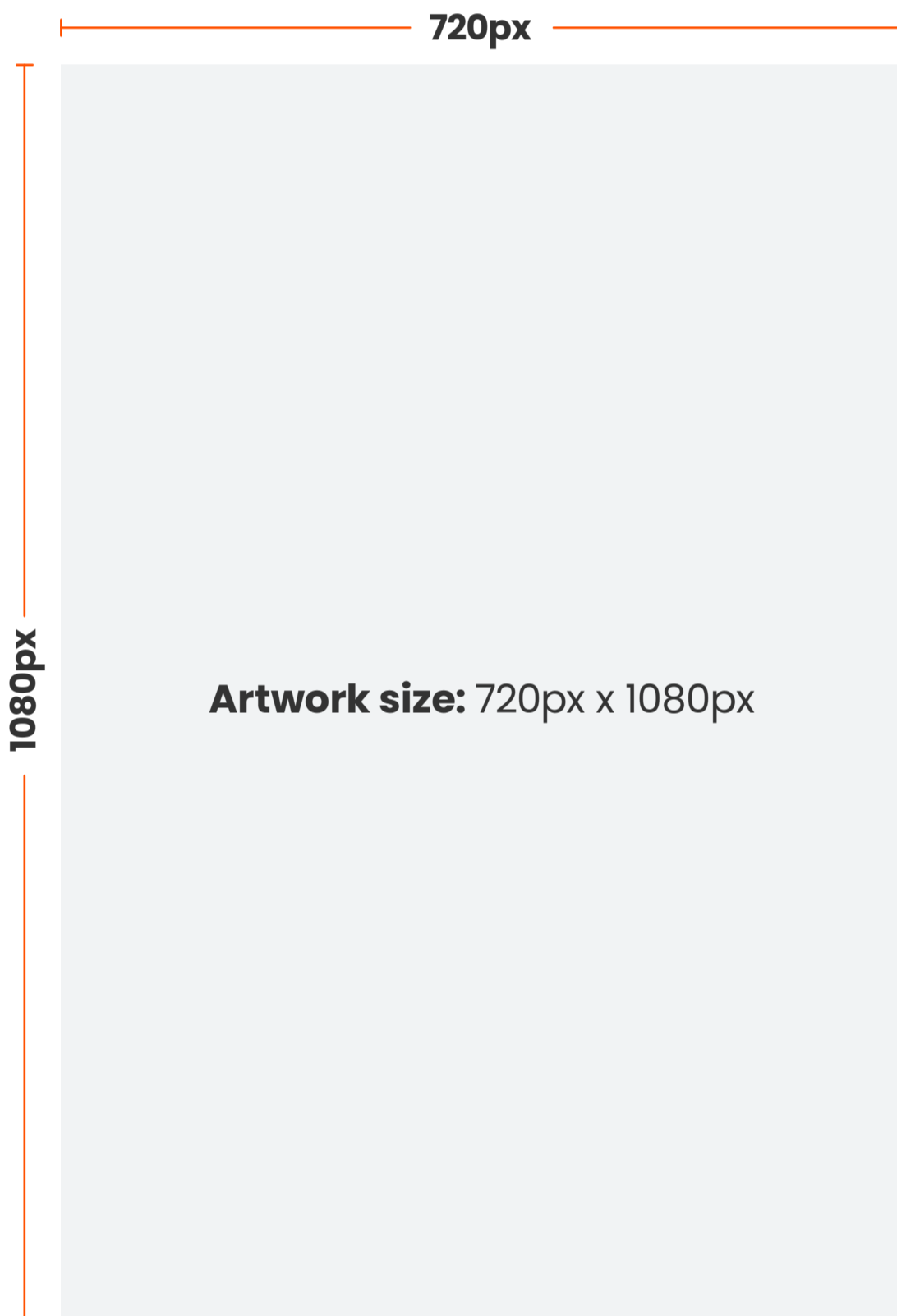
## Additional Copy Delivery & Scheduling

**Copy Allowance:** Each campaign can have up to 5 copies of artwork every 2 weeks, per campaign

**Additional artwork copies:** Any additional artwork copy will be charged at £150 per copy

**Out of hours scheduling:** Saturday & Sunday copy changes are charged at £500

Please email artwork as a **JPEG** to [artwork@75media.co.uk](mailto:artwork@75media.co.uk)  
Files under 10MB can be emailed directly, files over 10MB can be sent via [wetransfer.com](https://wetransfer.com)



## Artwork

**If you are supplying your own artwork please check the following:**

### Static Content

Files must be saved in high quality JPG format at 72 DPI and colours must be RGB. CMYK files will not display colours correctly.  
No bleed is required on our digital billboards.

## Design Guidelines

### Keep it simple

Small text and lots of copy will not grab the attention of your potential audience. Remember that they are in transit and won't have much time to read a lot of detail.

### Fonts

Try to keep the type bold and always use a simple typeface (unless the font is part of the brand name or design). Serif and sans serif fonts are fine to use but consider the weight of the font - the thinner the font the harder it will be to read from a distance.

### Colours

All colours are fine, sometimes bold background colours can help you grab the attention of a customer.

### Content

You have to get your message across in a few seconds. Key things to focus on are:

- Your company name/logo/brand.
- Your product, service or impression of what you do (use an image if you can).  
If you have several things to say, include a website or social media link for further information.
- Your location and/or your call-to-action
- Your offer - why the customer should visit your store/website etc.

### Imagery

Always use a strong, bold, eye-catching image to grab and hold attention.

**If you would like us to design your artwork, we can do this for an additional fee. You will need to provide the following:**

- A brief idea of how you would like your advert to look or what you would like it to say
- Logo in vector format if possible (PDF, EPS or AI)
- Your message / offer (shorter and simpler the better)
- Your image(s) required, higher resolution the better.  
These can be sent to us via [wetransfer.com](https://wetransfer.com) if they are over 10mb
- Any specific fonts that are used within your current marketing or brand guidelines
- Any contact details required

## Creative considerations

Adverts must not distract any motor vehicle or pedestrian through contrasting content or use of traffic signs/lights.

If animation is permitted, please refer to our Artwork Creative Guidelines for further guidance on subtle animation.  
Screens do not emit sound.

**Content prohibitions may apply to selected screens.**

Please contact 75Media at least 7 days in advance if you intend to include any of the following categories (please note, we will not accept campaigns that denote violence or discrimination)

- Sweets, Fast Food & other HFSS products
- Alcohol
- Tobacco/vapes
- Swimwear/underwear
- Politics

Advertisers have the responsibility of conforming to the ASA & CAP regulations, including notifying if the NP score means that a product is classed as HFSS. All content must comply with our Terms and Conditions.