Digital Signage Examples

Bad Example

This color combination is hard to read because it is both garish and lacks contrast.

This is an example of what not to do when designing digital signage. It is important to use high-quality photos or illustrations that relate to your event. Avoid using very bright colors that make your text hard to read. Make sure text is large enough to read from a distance and that there are no spelling or grammar errors. Do not use or alter the WSU logo without permission, as it is protected by copyright. Also avoid being too wordy since your signage will have 10 seconds to display.

Good Example

The Awesome Event
It’s at this time, in this place
Referring link (like a website)

This is a good example of a digital signage announcement because it is visually appealing and is easy to read. This announcement includes all the information someone would need to know about your event in a simple design. Including a high-quality photo and contrasting background and text colors makes this announcement stand out.