

# 320X640 DIGITAL

DESIGN SPECIFICATIONS (IN PIXELS)



## USING OUR DESIGN SERVICE:

Plan on using the design team from Huntington Billboard Co.? Great! We're here to help you every step of the way. Below are some guidelines to follow when sending us photos, artwork, logos, and graphics.

All art files must be high resolution (72 - 300 dpi). If you are part of a dealer/franchise network and have access to a network of design and art files, we will need permission and access to those files to create the best design possible for you.

### ACCEPTABLE FILE FORMATS:

- PDF
- JPG
- TIFF
- PSD
- INDD
- EPS
- AI

### FONTS:

If you use specific fonts for your advertising, taglines and/or logo's, those font files will need to be sent to us as well or acceptable substitute fonts.

All artwork, photos, logos, etc. can be sent to [design@huntingtonbillboards.com](mailto:design@huntingtonbillboards.com).

## DESIGNING YOUR OWN:

If you plan to design your own artwork, please follow the guidelines below to ensure a seamless and timely upload of your billboard advertising. Failure to follow these guidelines may result in delay of installation and/or additional charges.

### SCALE / RESOLUTION:

Build at 320x640 pixels at 300 dpi  
Export in JPG format at 72 - 300 dpi

### COMPATIBLE SOFTWARE:

Adobe InDesign  
Adobe Illustrator  
Adobe Photoshop

### ACCEPTABLE FILE FORMATS:

WORKING FILES: Native file formats listed above or Adobe PDF (*fonts embedded*)  
LINKS: EPS, PDF, JPG, TIFF (*all cmyk*)  
FONTS: Convert to outline