



Creative Specifications

Supersite Digital Specifications



Static Content – JPEG

JPEGs should be saved with maximum quality settings to minimize compression artefacts.

Media files should be sized to screen resolution 1224 pixels (w) x 324 pixels (h).

32:9 Landscape format.

File format is JPEG.

Files need to be saved at 72dpi.

Designing Content

- Be creative with your images.
- Use images of sufficiently high resolution so no up-scaling is required.
- Keep text big as the screens are viewed from a distance, and often at a glance.
- The information should be kept bite-sized and as large as possible.
- Be limited to one sentence of copy.

Questions? Need more information?

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