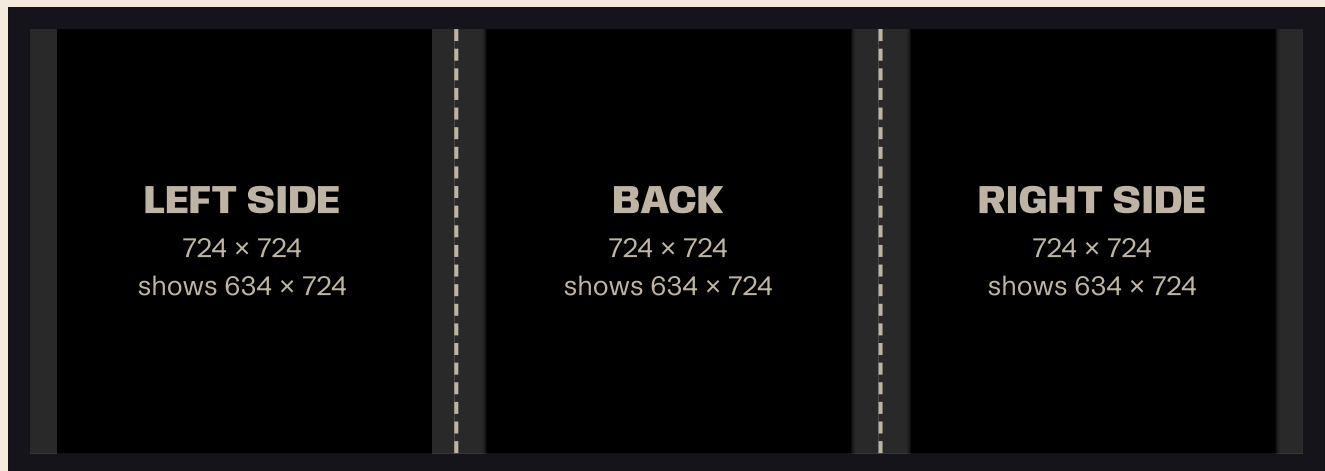


DESIGNING FOR THE BAG SCREENS

Your ad is 2172×724 pixels: three squares, one for each side of the bag. People see one side at a time. Each screen is slightly taller than wide, so it cuts 45 px off both sides of its square.



The dashed lines are the seams, where one screen ends and the next begins. The shaded strips are cut off on the screens.

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- 1 Each square works on its own.** People see one side at a time. The left side, back and right side should each make sense alone.
 - 2 Keep text off the seams and the cut-off strips.** Don't run a word or a line across $x = 724$ or $x = 1448$, and keep it out of the 45 px strip at each side of every square. Repeat your message instead.
 - 3 Big text.** Letters at least $1/8$ of the square's height, about 90 px on the template. On the bag that's about 16 LEDs tall.
 - 4 Bold, thick fonts.** The screens show about $1/6$ of the template's detail. Thin strokes and fine print disappear.
 - 5 High contrast.** Light text on a dark background shows best on LEDs.
 - 6 Few words.** Design for a 5 to 8 second glance from about 3 m away. Your name, one message, one call to action.
 - 7 Simple shapes over detailed photos.** Flat colour, big logos and plain icons read best.
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