



# LED CONTENT CREATION GUIDE

## FORT WORTH ARENA

# LED CONTENT CREATION GUIDE / FORT WORTH ARENA

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## CONTACT /

T (914) 696-2100

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# LED CONTENT CREATION GUIDE / FORT WORTH ARENA

## A. CENTER VIDEO /

Pixel Count: 9600 px wide by 1280 px high

Pixel Count: 2400 px wide by 1280 px high

## B. CENTER VIDEO UNDER BELLY /

Pixel Count: 2688 px wide by 768 px high

Pixel Count: 1366 px wide by 768 px high

## C. COURTSIDE /

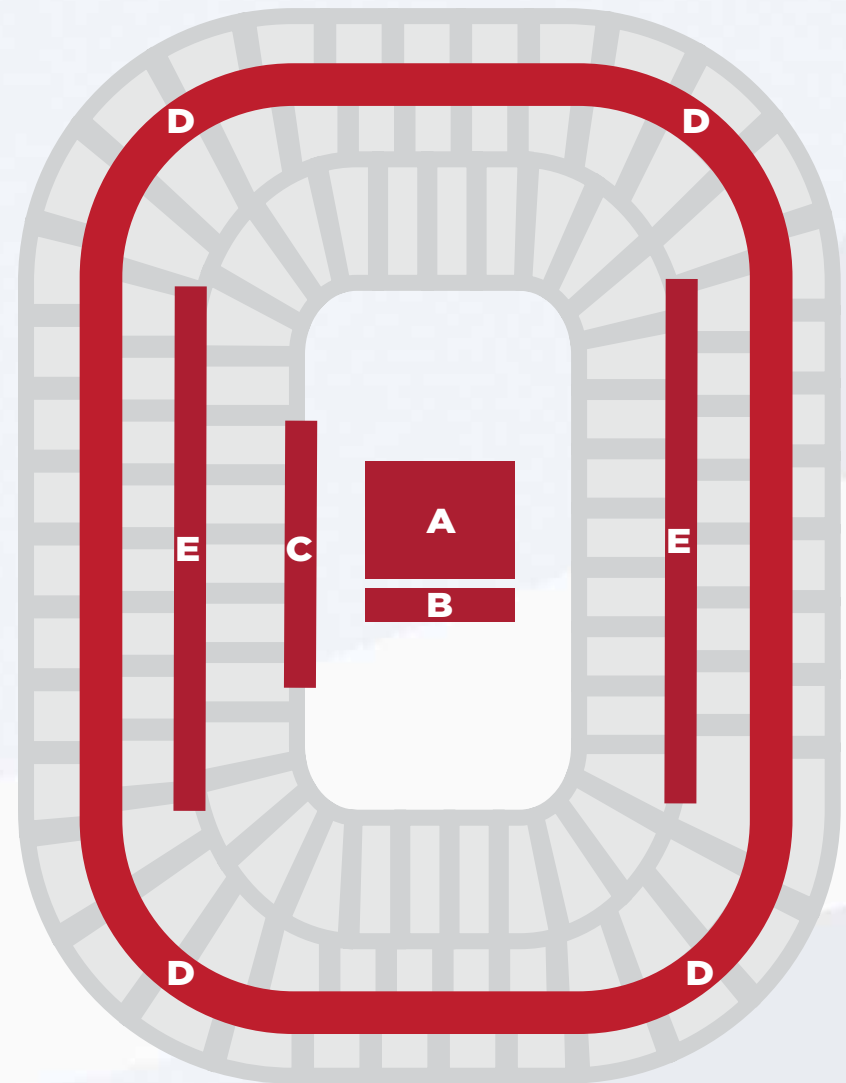
Pixel Count: 3072 px wide by 192 px high

## D. UPPER FASCIA 360 /

Pixel Count: 20256 px wide by 48 px high

## E. LOWER FASCIA /

Pixel Count: 4448 px wide by 48 px high



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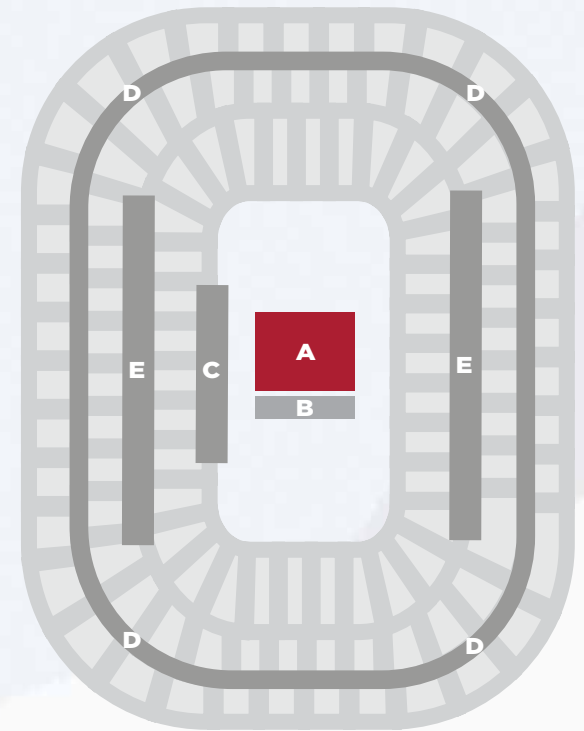
## A. CENTER VIDEO

### CONTENT CREATION SPECIFICATIONS /

Full content must be designed at 9600 px wide by 1280 px high  
individual content must be designed at 2400 px wide by 1280 px high  
Pixel aspect ratio is 1:1 square pixels.  
Use RGB color mode when designing

### PREFERRED DELIVERY FORMATS /

STILLS: 24bit BMP, Millions of Colors, No Alpha Channel  
ANIMATIONS: AVI Uncompressed format, 30fps, Millions of Colors,  
No Alpha Channel



Full 9600 px



1280 px

individual 2400 px



1280 px

# LED CONTENT CREATION GUIDE / FORT WORTH ARENA

## B. CENTER VIDEO UNDER BELLY

### CONTENT CREATION SPECIFICATIONS /

Full content must be designed at 2688 px wide by 768 px high  
Individual content must be designed at 1366 px wide by 768 px high  
Pixel aspect ratio is 1:1 square pixels.  
Use RGB color mode when designing

### PREFERRED DELIVERY FORMATS /

STILLS: 24bit BMP, Millions of Colors, No Alpha Channel  
ANIMATIONS: AVI Uncompressed format, 30fps, Millions of Colors,  
No Alpha Channel

FULL 2688 px

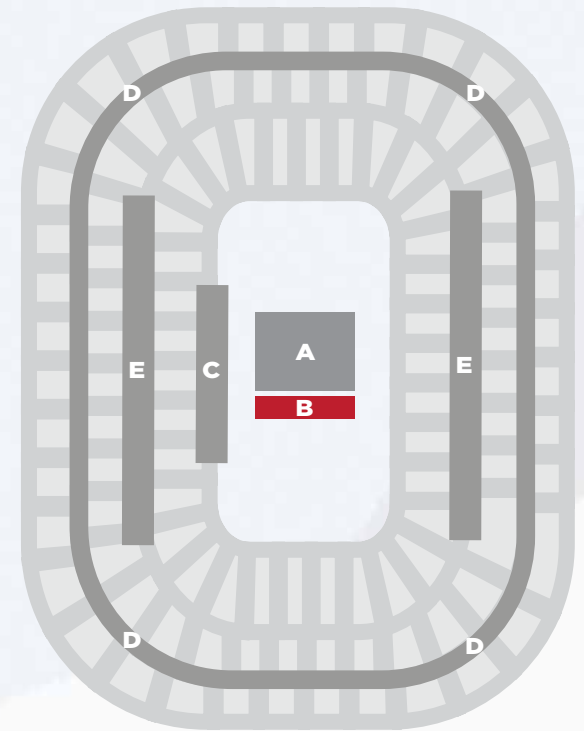


768 px

FULL 1366 px



768 px



# LED CONTENT CREATION GUIDE / FORT WORTH ARENA

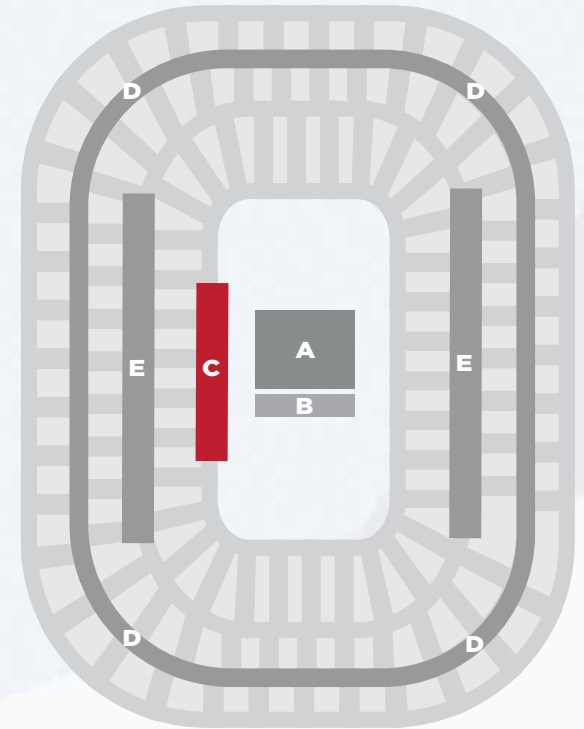
## C. COURTSIDE

### CONTENT CREATION SPECIFICATIONS /

All content must be designed at 3072 px wide by 192 px high  
Pixel aspect ratio is 1:1 square pixels.  
Use RGB color mode when designing

### PREFERRED DELIVERY FORMATS /

STILLS: 24bit BMP, Millions of Colors, No Alpha Channel  
ANIMATIONS: AVI Uncompressed format, 30fps, Millions of Colors,  
No Alpha Channel



3072 px

192 px

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## D. UPPER FASCIA

### CONTENT CREATION SPECIFICATIONS /

Full Board Pixel Count: 20256 px wide by 48 px high

Advertisement Area: 4448 px wide by 48 px high

Stat Area: 2500 px wide by 48 px high

Clock Area: 680 px wide by 48 px high

Concert Area: 14576 px wide by 48 px high

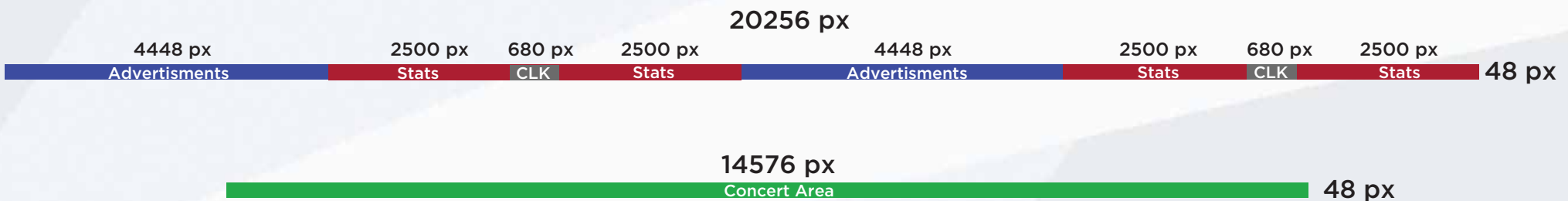
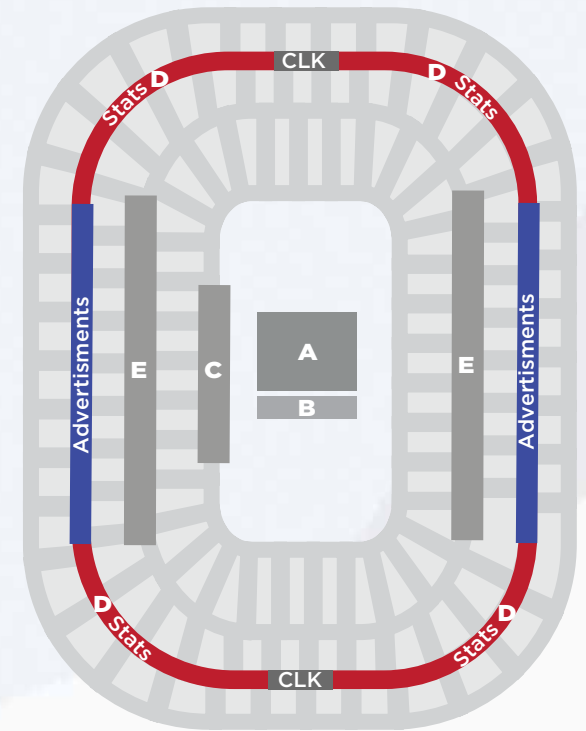
Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing

### PREFERRED DELIVERY FORMATS /

STILLS: 24bit BMP, Millions of Colors, No Alpha Channel

ANIMATIONS: AVI Uncompressed format, 30fps, Millions of Colors, No Alpha Channel



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## E. LOWER FASCIA

### CONTENT CREATION SPECIFICATIONS /

Pixel Count: 4448 px wide by 48 px high

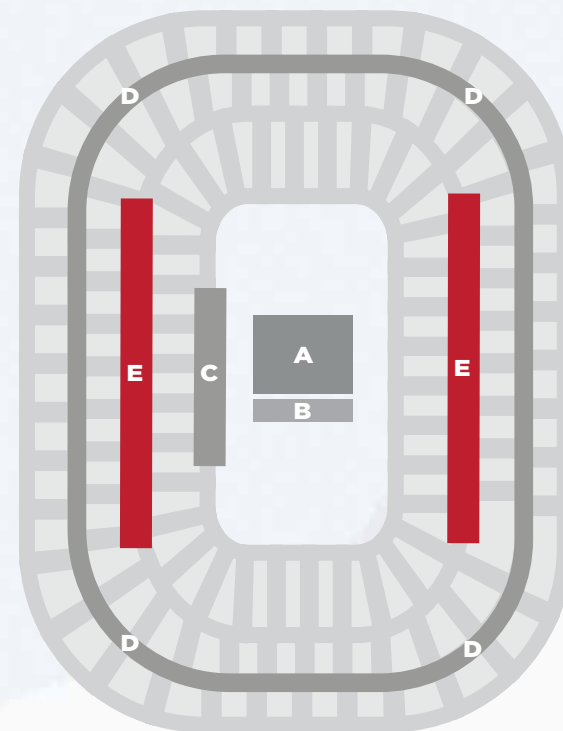
Pixel aspect ratio is 1:1 square pixels.

Use RGB color mode when designing

### PREFERRED DELIVERY FORMATS /

STILLS: 24bit BMP, Millions of Colors, No Alpha Channel

ANIMATIONS: AVI Uncompressed format, 30fps, Millions of Colors,  
No Alpha Channel



4448 px

48 px



## GUIDELINES FOR CONTENT CREATION /

All assets required for content creation must be supplied to ANC before we can begin designing your graphic. Any Corporate Branding Rules or guidelines must also be supplied in advance.

Storyboards or layouts should be created at approximately the same aspect ratio as the boards the final graphic will be displayed on.

Any special fonts, logos, images, or video elements must be specified and supplied in appropriate formats in order to be included in the final graphic.

## SUPPLYING MESSAGES AND FONTS /

Any messages requested will be incorporated into the final graphic as requested. Please check spelling of names, places, etc, in your request.

Specific fonts requested must be supplied as TTF or OTF font types. If you are unable to supply the font, please create an outlined Illustrator file of the message submitted as an AI or EPS file.

## CONTACT /

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## SUPPLYING LOGOS OR IMAGES /

Logos should be submitted as vector EPS, AI or PDF files whenever possible. This will allow us to create your graphic at the highest possible quality. If you cannot supply a vector file, artwork can be supplied at a minimum resolution of 640 pixels by 480 pixels in high quality JPG, BMP, or PSD formats. Any logos at a lower resolution than this may not be usable.

Horizontal or unstacked versions of logos are preferable for graphics on the LED Fascia Boards.

Images, photographs or textures should be provided at the highest possible resolution, and can be supplied as layered PSD, JPG or BMP formats. Keep in mind that if the image has to be scaled up past its native resolution, the result will be pixellated or blurry on the LED boards.

## SUPPLYING ANIMATIONS /

Video or Animated elements must be supplied as either Uncompressed AVI, Quicktime Animation, Quicktime PNG, or High Quality Quicktime H264 at 30 frames a second and Millions of Colors. Special codecs such as Camera formats or intermediate formats may not be usable.

