



# CREATIVE SPECIFICATIONS

Tower display sizes and artwork specifications are identical for both Grand and Pico Towers.

## DISPLAY DETAILS

- Grand Tower synchronized with Pico Tower
- Three synchronized LED display faces on each tower
- Spot Length :8 seconds; Loop Length :80 seconds
- Static content only
- Interactive capabilities: RSS feeds and social media integration

## UNIT IDS

GRAND TOWER  
**1104N** - North Face  
**1104S** - South Face  
**1104W** - West Nose

PICO TOWER  
**1105N** - North Face  
**1105S** - South Face  
**1105E** - East Nose



## KEVANI®

888 S Figueroa St., Suite 370  
 Los Angeles, CA 90017  
 T +1 310 579 9343  
 www.kevani.com



# SPECIFICATION DETAILS

To ensure creative content appears optimally on The Towers LED displays, review the following information regarding content and file preparation.

## COLOR

**LED SOLID WHITE:** USE RGB 231, 231, 231  
Solid white (RGB = 255, 255, 255) appears too intense on large LED screens and is not recommended. Use RGB = 231, 231, 231 instead to create successful whites for The Towers.

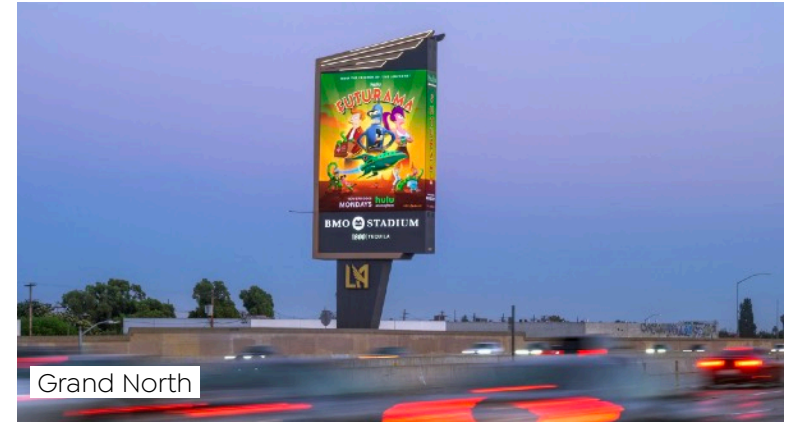
**LED SOLID BLACK:** USE RGB 10, 10, 10  
Solid black (RGB = 0, 0, 0) is the same as “off” to an LED, meaning no light is emitted. Instead of seeing solid black content (e.g. a black background or bold black letters). Black is best represented on LEDs using “near” black colors (e.g. RGB 10, 10, 10), so the LEDs remain “on.”

## TYPE LEGIBILITY

Bolder weights and sans-serif fonts are most successful for smaller sized on-screen type.



Pico South



Grand North

## FINAL FILES

### FLAT FILES

Final content files must be delivered as flattened files, without masks, layers, or transparency.

### EXACT DIMENSIONS

Content must be to exact pixel dimensions, edge to edge, without border pixel outlines.

## FILE PREPARATION

### PIXEL DIMENSIONS

**1280 w x 1536 h** - Face Displays  
**288 w x 1536 h** - Nose Displays

### RESOLUTION

**72dpi minimum**

### COLOR SPACE

**RGB**

### ACCEPTED FILE FORMATS

**JPEG**  
**PNG**

## CONTENT SUBMISSION QUESTIONS

Direct questions concerning format, content, interactivity, and delivery to:

### Isaac Gutierrez

Sales Coordinator  
M +1 310 721 2064  
T +1 310 579 9343 x706  
support@kevani.com

## CONTACTS

Sales Contact

### Jason Kornfeld

M +1 661 313 6340  
T +1 310 579 9343 x701  
jason.kornfeld@kevani.com

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