

Set up your page/document to 768 x 384 px AT 72 dpi, RGB colour

Minimum type 42 pt - preferred 48 pt ....60 pt is good

Layout should be CLEAR and SIMPLE

Images and Logos should be CLEAR and SIMPLE

Preview artwork by viewing at 25% on your screen

.jpg files can be saved out of  
Illustrator via ImageReady (save for web)

Dark backgrounds work best with type  
and sans serif fonts are generally better as both  
horizontal and vertical strokes are more evenly weighted

→ ← 1 px

→ ← More than 1 px (1.3)

60pt

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

48pt

42pt

a b c d e f g h i j k l m n o p q r s t u v w x y z

Viewed at 100% this is the actual pixel resolution (192 x 96 px)

