

iVan Specification

Screen Sizes

Side: 728 x 416 pixels

Rear: 416 x 416 pixels

Static format:
JPEG or PNG

Video format:
H264, 30fps, MP4 or
M4V

**Please send us copy
a minimum of three
days before your
activation**

If you need help with
designing your iVan
content, get in touch
and we'll be happy
to help

**We want to make sure
your artwork looks as
good as possible, to
get the most attention
and deliver the best
results.**



TEXT DOs and DON'Ts

Use a font size of at least **16 points** for your main body text

Use *italics* or **bold** for emphasis, but not for all your text

Don't place your text on top of a picture or write in ALL CAPITAL LETTERS, it makes it difficult to read

Black on white, or white on black works well

FONT SIZES

Headings: 32+

Subheadings: 20+

Main body: 16+

QR CODES

QR codes are a great way to prompt a direct response to your advertising. If you choose to use one:

Make sure it is at least 120 x 120 pixels in size, with 5 pixels for the quiet zone.

Black on pure white will be easier for a camera to detect. Avoid coloured or custom designs

Remember, the bigger the QR code, the further away it can be scanned from.

