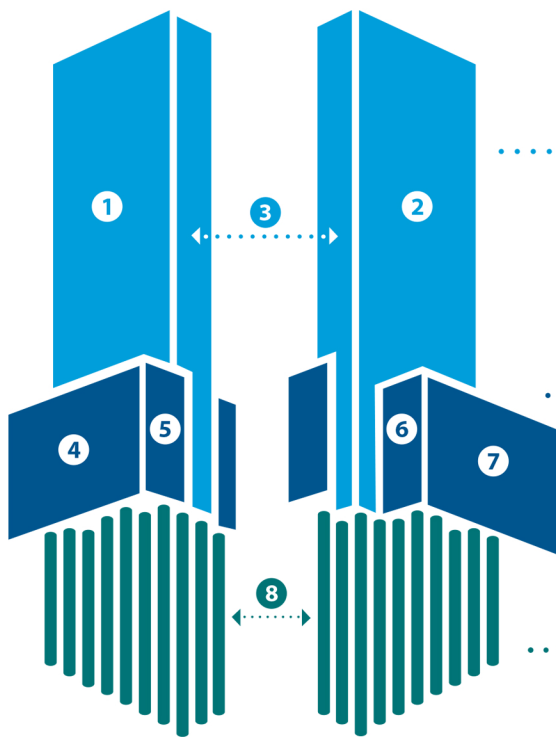


Due to the unique requirements of the display, **all content must be created using the MCCA-provided Adobe Photoshop project files.**

Please refer to the microsite for technical details: <https://www.signatureboston.com/media/content-guidelines>

BEFORE DESIGNING:

1. Download all PSDs onto your local machine. We recommend placing them all within the same folder.
2. Open all PSDs and look over all layers. Any layers with a yellow triangle on the thumbnail must be relinked to it's reference file.
3. Right click on each layer and select **"Relink to File"** and select the PSD file that matches the layer name.



Content Document Names

Motion Content:

1 East Sticks	Sticks.psd
2 West Sticks	Avoid using thin fonts or highly detailed logos in this area.
3 Spine	

Static Content:

4 East Hi-Res (face)	East Lower Screen.psd
5 East Hi-Res (bend)	
6 West Hi-Res (bend)	West Lower Screen.psd
7 West Hi-Res (face)	

Solid Color:

8 Lighting Column Color	Lighting Color.psd
One solid color placed here will be used for spotlights that turn on automatically at sunset and will illuminate the structural columns.	

Deliverable File

Before delivering, please check the file **Photoshop Simulation.psd** to ensure the designs will appear on the marquee as intended. Please ensure all other PSDs have been saved first in order to update this file correctly.

Please use the file named **Final Output.psd** in order to save as a .jpg. Please ensure all other PSDs have been saved first in order to update this file correctly.

The layout will look similar to the example image to the right, which is labeled here for your reference. This jpg will be the final deliverable file.

