

# HELPFULHINTS

BECAUSE KNOWING IS HALF THE BATTLE

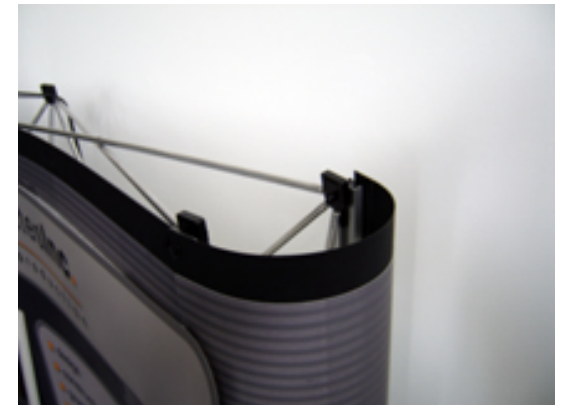
## Remember, it's who you are and what you do.

It is important to remember that viewing a display is much like reading a magazine or book. Naturally one reads from top to bottom and from left to right. Knowing this, it is to your advantage to arrange the information and graphics accordingly. Placing your logo and/or header at the top followed by secondary, or supporting information next.



## Now you see it, now you don't.

When designing graphics for a nomadic, be sure to NOT put any vital information on the "ENDCAP" panels. As you can see in the picture, the panel wraps around to the back of the display and out of view. While these panels are still useful, important information can potentially be lost.



## You make a better door than a window.

It is also important to keep your information and graphics where they will be seen by viewers. If the graphics are too low on the display they could be blocked by tables, podiums or people. To avoid this we suggest keeping all information above 40 inches. This is a safe zone where viewers will see your information.

