Quick Tips for Good Out-of-Home and Billboard Design

- **Product Identification** - Make sure you can read the advertiser's name.

- **Make the text (type) large and legible** - Outdoor advertising designs should be simple, clear and easy to read. Digital bulletins should be legible from 500-800 feet away. Any text that is integral to the design should be as large as possible.

- **Use bold, non-serif fonts** - Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

- **Stick to one message or idea** - Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best billboard or outdoor media ad reduces a complex message to it's essential elements.

- **Be short and sweet** - Use no more than ten (10) words total on the entire billboard ad – and that includes the logo/product tagline. We recommend five (5) words or less for the headline. Keep the words short for faster comprehension.

- **Color** - Use only rgb color files for digital billboard signs and displays. Design as you would for a website, tv or computer monitor.

- **Use bright, bold colors** - Dare to be bold! Being subtle at 600 feet doesn't work. Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor advertising designs at far distances.

- **Design with High Contrast** - High contrast means better visibility. Strong contrast in hue and value is essential for creating good out-of-home design.

- **Simplify Everything** - Focus on one key idea or message.

- **Pick your image wisely** - Take a small object and make it large (like a watch) rather than a large object small (like a building). Imagery must be bold, clear and easy to understand. Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline

- **View From 15 Feet** - View your creative from 15 feet. This simulates viewing from the road.
  Does it read well? Make sure your art is legible before it goes up on the display.

- **View For 5 Seconds** - View your creative for 5 seconds. This simulates driving past the billboard.
  Can you read the entire message in 5 seconds, if not motorist and drivers will miss your message too.

- **Test your idea** - A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?