



# Creative Guidelines

*Your design is crucial for a successful, eye-catching outdoor advertising campaign. Your out-of-home audience is on the move, so create a memorable design that stands out for a highly effective campaign.*

## KEEP IT SHORT & SWEET

Your story matters, so choose one important message to stand out. Use fewer than seven words to tell your story.

## A BOLD MESSAGE NEEDS A BOLD FONT

Use thick, bold fonts for readability. Your text should be visible from 500 feet. Stay away from thin line or decorative serif fonts.

## COLOR AND CONTRAST

- ▶ Colors should be bright, bold and POP to passersby as they travel the city's busiest routes.
- ▶ Use dark colors on light backgrounds and light colors on dark backgrounds.
- ▶ On digital boards, avoid using a white background because the contrast can often appear too harsh.

## SAY IT WITHOUT WORDS

Images are the attention grabbers of your billboard. Tell your story using a high-resolution image that captivates your audience.

## JUST ONE MESSAGE

Don't ask what info you can add, ask what can be eliminated! Addresses, phone numbers and websites make your ad too busy & hard to read.



*Need more guidance on billboard creative?*



*We offer a comprehensive, in-house design service to help you tell a better story. Work with our knowledgeable team from ideation to execution to maximize your message and get you seen.*