

DESIGN CONSIDERATIONS

OUTDOOR TIPS

PRODUCT IDENTIFICATION

Make sure you are able to read the advertiser's name.

SHORT COPY

No more than 10 words total, and only five words in a headline.

SHORT WORDS

Use short words for faster comprehension.

LARGE & LEGIBLE TYPE

Remember these are viewed from 400 to 800 feet away.

INCREASE LINE THICKNESS

At 600 feet, thin lines optically disappear.

BOLD COLORS

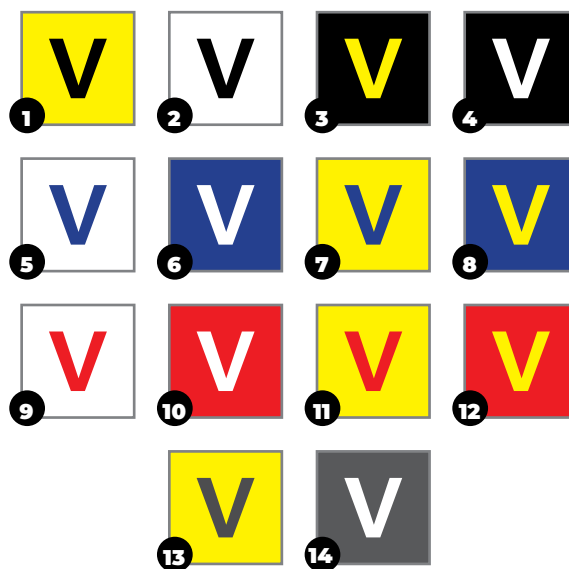
Being subtle at 600 feet just means it doesn't get noticed.

HIGH CONTRAST

If you want high visibility, high contrast is the key.

COLOR VISIBILITY RANKING

The chart below ranks the 14 most visible color combinations, with 1 being the most legible.



CONTRAST

VIBRATION

LOW VISIBILITY

HIGH VISIBILITY

SIMPLIFY EVERYTHING

Focus on one key objective. Don't distract the viewer with multiple messages.

VIEW THE DESIGN FROM 15 FEET

Can you read the copy clearly? This simulates viewing from the road.

SHOW IT TO SOMEONE FOR ONLY 15 SECONDS

Did they understand it? This simulates driving past the billboard.

IT'S MORE EFFECTIVE TO MAKE A SMALL OBJECT LARGE

(like a wristwatch) than to make a large object small (like a building).

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