



Creative Guidelines

STICK TO ONE MESSAGE

Less is more, much more when using outdoor advertising to communicate a message. A common mistake is trying to accomplish too much with a single ad. By overreaching, an advertiser can dilute their message and reduce the effectiveness of the ad.



Initial Design



Revision 1



Revision 2



Revision 3

THE CREATIVE CHALLENGE

The audience for outdoor advertising is mobile. They are constantly on the go and short on time. This fast pace lifestyle of your audience reduces the time you have to reach them with your message to only a few seconds. Because of this limited exposure time, designing for outdoor requires a focused creative approach. Below are some tips to help you meet this challenge.

THE MESSAGE

Express the most important idea concisely. Use short copy lines. Seven words or less. Make sure the advertiser's name is legible. Try to use either a website or a phone number, but not both.

COLORS

Use bold colors. Being subtle from 600 feet does not work. Forget about white space. It does not apply in outdoor like in print. Use contrasting colors, they read better from a distance.

Works

Doesn't Work

FONTS

Use bold, non-serif fonts. Avoid decorative, italic or thin serif fonts.

Works

Doesn't Work

IMAGES

Choose images with simple backgrounds. Avoid using landscapes or complex scenes. Make a small object large (like jewelry) rather than a large object small (like a house).

TEST YOUR DESIGN

Show your design to someone for seven seconds. Did they get it? View your design from a distance. Does it read from fifteen feet away?