

We are very visual creatures, so visual that color influences our decisions far more than we realize. Color psychology plays a significant role in billboard advertising, and here are some tips and suggestions.

In creating billboard ads, the first thing that comes to mind is to match your logo or branding to those of the ad. You should always use complementary colors, but do not be afraid to use colors that convey the message of your ad more effectively than their brand colors.

Here's a chart that shows colors corresponding to feelings

Red Excitement Strength Love Energy	Orange Confidence Success Bravery Sociability	Yellow Creativity Happiness Warmth Cheer	Green Nature Healing Freshness Quality	Blue Trust Peace Loyalty Competence
Pink Compassion Sincerity Sophistication Sweet	Purple Royalty Luxury Spirituality Ambition	Brown Dependable Rugged Trustworthy Simple	Black Formality Dramatic Sophistication Security	White Clean Simplicity Innocence Honest

It's good practice to use bright colors when designing billboard ads to attract the driver's attention. After grabbing their attention, your ad must clearly convey your message within a short amount of time. Among these bright colors are red, orange, yellow, pink, and bright green.

Dave Roland once said, "A sign without red is dead."

Assume you are creating an ad for an attorney on a billboard. The firm wants to highlight its "Auto Accident" practice area. Black and white is the only color used in their logo and branding. To draw attention to the ad and convey a sense of danger and urgency, we may break their branding rules and use red.

We can only use the company's brand colors (black and white) if the ad is only intended as a branding exercise.