

ART SPECS & TIPS

- Keep it simple
- Simplicity is the key element in good out of home creative.
- Keep the wording short and sweet.
- Avoid spelling out complete sentences.
- Don't use eight words when four will do. Six words or less is a good rule of thumb.
- Stick with shorter, simpler words to maximize quick comprehension by motorists.
- A single message idea will read quicker and more easily than trying to combine multiple offers.

KEEP IT BIG

- Large text will allow people to see your message from a greater distance.
- If your text is too small, it will be hard to read and your audience will not be able to see it entirely.
- Use larger text with plenty of room around each letter.
- Avoid using all caps or outlines, as they tend to run together from a distance.
- Try to keep the copy to one line of text if possible.
- Keep the line width of the letters as large as possible, as thin fonts will be lost over distances.
- Vary the font size in the letters to create contrast.
- Try to create a central theme that motorists can understand.
- Humor works well as long as it is easy to get.
- Images are just as important to the central theme as the text.
- Use clear, high resolution images that are easy to see and tie in to the central theme.
- Transform broadcast and print campaigns into persuasive outdoor messages.
- Contrasting colors create the most impact from long distances.
- Studies have shown that contrasting colors create the most impact.
- Avoid white backgrounds on digital billboards.
- Neon or fluorescent colors or backgrounds show best on digital billboard

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