

DESIGN GUIDELINES

You have creative freedom when designing your billboard – you do know your brand best! Here are a few tips surrounding billboards in general that you may find helpful during the design process.

Tip #1 – Keep it simple!

Your target market is rushing by at 60 or 120km/h leaving them with only 5 to 20 seconds to engage with your message and brand. Don't hijack yourself by cluttering up the entire sign!

Ideally, your billboard design should consist of just 3 main components:

- A compelling image / photo
- A unique, benefit laden, emotionally charged headline
- Your name / logo / short contact info

A good rule of thumb is to: Show it, don't say! The fewer words you use to convey your message the better. By keeping your copy length to 7 words or less you increase the chance that your message will be understood, retained and recalled – and it forces you to get creative with your images and other elements!

Let the focus of you billboard be simple, concise and powerful! You have 5 to 20 seconds to make an impact!

Tip #2 - Bright contrasting colours make you stand out in the crowd!

Everyone always sees the person who walks through a crowd wearing bold, highly contrasting coloured clothing. So, why not your brand? Your choice of colours and contrasts holds the key to distance readability, i.e VISIBILITY!



Diagram 2

The diagram above shows colour combinations that have been proven to be the most legible. While No.1 is the most legible, readability decreases as the numbers increase.

Complementary colours, for e.g. red and green are not readily legible and therefore not visible. See, hiding in plain sight... Any combination of colours of similar value, even without vibrating, will have low visibility. Complementary colours that have strong contrast in value, and therefore little vibration, provide maximum visibility.

Tip #3 – Fancy frilly fonts are hard to read!

Thin, frilly, elaborate, ornate fonts belong printed on expensive paper and adorned with beautiful finishes and foils. They do not, however, belong on a billboard. Nor do fat letters spaced closely together that look like blobs from afar! Remember, your

target market has only 5 to 20 seconds to engage with your message and brand, making it difficult to read is not in your or your brands best interest. Presenting your copy in sentence case also improves legibility and will ensure that your brand message is communicated. You may even consider applying an outline to your text to enhance the wording!

Using large fonts allows your target market to read your message from further away and allowing for more time to comprehend and process your message. And when we say large, we mean LARGE! Your smallest type should be 450mm with 900mm being preferable depending on the size of your billboard.

USE THESE...	INSTEAD OF THESE!
Arial	Bauhaus
AvantGarde	<i>Bella Donna</i>
Bliss	Blackoak
Candara	<i>Bradley Hand</i>
Corbel	<i>Brush Script</i>
Ebrima	<i>Edwardian Script</i>
Franklin Gothic	Jokerman
Gautami	Gill Sans Extra Condensed Bold
Gotham	<i>Gigi</i>
Helvetica	Haettenschweller
Kalinga	<i>Hunstler Script</i>
Myriad Pro	<i>Pristina</i>
Segoe UI	<i>Vivaldi</i>

Tip #4 – The images you use make your billboard!

Billboard photos often wind up printing in a very large scale, making high-resolution images (300dpi min) a must. This is your chance to utilise that fact to your advantage and to have that image make a large, lasting impact – choose wisely! Refrain from using multiple images – the message needs to be clear and concise!

Tip #5 – Test your design!

Show your billboard design layout to someone for 5-20 seconds. Are they able to read the entire message? Do they easily understand the concept? How about your call to action or business name? Simulating a drive-by-viewing will quickly point out simple mistakes that could ruin your response rate.