

Creative TIPS

Effective digital designs follow the same basic guidelines as traditional out of home ads, with a few key differences.

GOOD OOH ADS HAVE...

One Message/Idea

1

Brevity is the key to designing effective outdoor advertising. Focus on and highlight what's most important.

Readable Fonts

2

Choose fonts that are easy to read at various distances. Extremely thick, thin, or ornate fonts can be difficult to read.

Contrasting Colors

3

Strong color contrast between background and copy colors makes the ad easier to read at a distance.

What's **different** about designing for the digital display?

White is not pure white.

White on a digital billboard is a mixture of all LED color bulbs, rather than an absence of color. LED white tends to look subdued compared to white vinyl.



Time the color scheme.

Rich, bold background colors look better during the day, while pastel colors are more vibrant at night.

Increase the font size.

Easily readable digital billboard copy is at least 15" tall.

Simplify the graphic elements.

Busy patterns and subtle shadows typically do not translate as well as solid colors and crisp, simple graphics.

FLEXIBILITY = CREATIVITY Free from production charges & installation fees, you can change your message weekly, daily, or hourly. Design a creative strategy that keeps viewers engaged.