

## THE CREATIVE CHALLENGE

The audience for outdoor advertising is mobile, and people are traveling swiftly as they move about the marketplace. The viewing time is only a few seconds so the message needs to be direct, colorful, and have the ability to evoke an emotional response.

## THE MESSAGE

Express the most important idea concisely. Use short lines of copy, seven words or less. Make sure the advertiser's name is legible.



## COLORS

Use bold colors. Subtle colors from 500 feet away will not work. Use contrasting colors, they read better from a distance.



## FONTS

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



## IMAGES

Choose images with simple backgrounds. Images should be large so they can be easily seen, if customers are trying to figure out what the image is they are not reading the sign.

After you have completed your design, test it. Show it to someone for seven seconds. Did they get the message? View the design from a distance; can you read it? OUTDOOR IS BIG AND SIMPLE.