

Billboard Rules of Thumb

REMEMBER the two unique characteristics of outdoor advertising:

*It communicates with people **on the move** and **at a distance**.*

1. Billboards must be simple, arresting, and visible!

It has only a brief period in which to be seen and to register its message. Economy of ideas, elements and words are paramount! All nonessential elements must be eliminated.
2. Visible (read it) 400' away. Just under a block.
3. Message should be readable in 3-5 seconds.
4. Message **MUST BE** short and dynamic.
5. Easily readable copy
 - Message must be so simple it can be grasped at a glance.
 - Message must make sense.
6. Colors - opposite ends of the spectrum. Should contrast. Most visible is black on yellow.
7. Letterstyle - use normal caps and smalls. Avoid:
 - tall, skinny letters
 - short, fat letters
 - all caps
 - all lower case
 - fancy letters (script)
 - serifs
8. No phone no. and address (usually).
9. The following lend themselves well to billboards:
 - food items, travel items, impulse items, automobiles and their accessories, motels, restaurants and tourist attractions.
10. Other factors to consider:
 - location of billboard
 - illumination
 - size
 - use of cut-out for silhouettes
 - animated art, like a spinning bicycle wheel.