

CREATING AN EFFECTIVE AD



A digital billboard that displays an ad for approximately 6-12 seconds, is the most effective to be "decoded" in a glance. Build a message based on a 3 second rule, make it concise, the message can be one of the following:



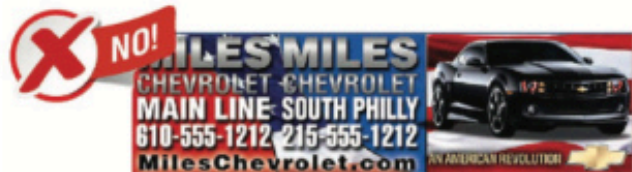
- A Person
- A Service
- A Product
- A Local Brand
- A Call-to-Action
- A Website
- A Location
- An Event
- A Specific Time, Morning/Noon/Night
- A Price or Special Promotion

EFFECTIVE ADVERTISEMENT



- The placement of the car moves the eye naturally to the information.
- Excellent use of color contributes to legibility.
- Fewer design elements clarify the message.
- Website address encourages consumer to take action.

INEFFECTIVE ADVERTISEMENT



- Too many design elements compete for the visual importance.
- Too much color confuses the customer.
- Poor car placement does not encourage the eye's natural flow.
- Branding (MILES & Chevrolet) is buried in the text.

GRAPHIC DESIGN BASIC PRINCIPLES

The information in this guide will help you understand the use of three basic principles for creating digital billboard content that wins the glance and entices your client's customers.



1 | COMPOSITION

LAYOUT

Layout is the design principle that determines the finished look of an advertisement. Most important when creating effective outdoor content is hierarchy of the communication. Consumers can't hear and understand four messages at once, they can't see and understand four messages at once either.

- Define and prioritize the items that you want to communicate
- People read in chunks of information. Construct distinct and logical sections of information
- Visuals and text that overlap, causes the reader to sort the two apart before understanding the message.
- Using the hierarchy of communication helps speed comprehension and increases message retention.

HIERACHY OF COMMUNICATION

Use the levels as guidelines to first capture the viewer's attention with clear, single point of communication. Provide the viewer with a detail that points back to the first level. Finally, give them the information they need to inspire an emotion, an action or a purchase.


- **LEVEL A** A photo, logo, service, product, image, price
- **LEVEL B** Supporting information that gives definition of detail to support LEVEL A
- **LEVEL C** Relevant information that tells the consumer **WHERE** or **HOW** to contact for the information of LEVEL A & B



2 | TYPOGRAPHY

KEEP IT SHORT AND SIMPLE

In digital advertising you do not need to add every detail that you would place on a traditional printed advertisement.

Typography is  arrangement and appearance of type on a page.

- Large, bold and easy-to-read fonts make it easier for your audience to read text from different distances.
- Using all capital letters is **HARDER** to read, so use upper and lower case characters if your message is long.
- Limiting text will help viewer's readability and comprehension.



DISTANCE VS. COMPREHENSION

Comprehension of an outdoor advertising design depends not only on the style of lettering and combinations of colors used, but it also depends on **HOW** these elements work together at a distance.

- **DISTANCE** is a variable that must be considered because the audience is in motion.
- **HEADLINES** must be legible at any reasonable distance from close by, to at least 400 feet.
- Letter height of 20" is recommend. No letters should be less than 12" in height.

2 | TYPOGRAPHY

LEGIBILITY FACTORS

For the easiest legibility at a distance, research indicates that the WIDTH of a letter's vertical strokes should be about 1/5th of its height. Horizontal strokes may be slightly thinner. These proportions are the same for capital and lowercase letters.

They are grouped in 4 areas:

- 1. Letterspacing
- 2. Perspective
- 3. Stacking
- 4. Line Spacing



1. LETTERSPACING

This example demonstrates the importance of a reasonable amount of air between the letters. Extremely close spacing can reduce legibility. Crowding can confuse the intention of the copy.



2. PERSPECTIVE

The legibility problem created by tight letters pacing is compounded when copy lines are viewed from an angle. Condensed typefaces start to resemble picket fences and horizontal strokes tend to appear thicker in relationship to the vertical strokes.



3. STACKING

Stacking reduces readability and increases time needed to comprehend the message and is therefore not recommended for OUTDOOR designs. With a single horizontal line of copy the eye moves through the message rapidly and without interruption.

4. LINE SPACING

As in the case of letterspacing, adequate air space is necessary for maximum legibility if there is a copy line below it. The interplay and ascenders creates confusion.



2 | TYPOGRAPHY

LEGIBILITY FACTORS

COMMON MISTAKES

1. OVERCROWDING

Crowding too many letters into a space tends to repel the eye and thus defeats the objective.

OVERCROWDING
GIVE ME AIR

2. CONFUSION

Too great a contrast between thick and thin elements lead to confusion.

CONFUSION

3. TOO FINE

Strokes which are too fine do not fully utilize the basic shapes and fades into the background, becoming invisible at a distance.

A N E M I A

4. TOO BULKY

Bulky typefaces become blobs at a distance, basic shapes cannot be distinguished and letters are not recognized.

OVERWEIGHT

5. SCRIPT

Script and similar styles sacrifice the basic shapes from the decorative aspect. Individual letters, therefore, cannot be identified.

Illegibility

3 | COLOR

COLOR SELECTION

Take full advantage of your billboard's color capability by using rich, vibrant colors. Bright, saturated colors (color with no white in them) work better than pastel or low contrast colors. Certain colors tend to evoke specific emotions or ideas, so choose colours carefully to help support products and ideas.



COLOR	EMOTIONS EVOKED
Red	Stimulating, exciting, provocative, dynamic
Red Orange	Domination, aggression, and action
Orange	Friendly, vital, playful, energizing, inviting
Yellow Orange	Illumination, wisdom, and wealth
Yellow	Sunny, warming, cheerful
Yellow Green	Sickness, cowardice, discord, and jealousy
Green	Soothing, nature, refreshing, healing, fresh
Blue Green	Emotional healing and protection
Blue	Cool, quiet, serene, constant
Blue Violet	Uniqueness, preciousness, royalty, and sacredness
Violet	Creative, regal, spiritual, mysterious
Red Violet	Energetic, happy, sweet, romantic, youthful
Black	Strong, classic, elegant, mysterious

HUE, VALUE, DISTANCE

In addition to conveying emotion, color and black and white values can affect distance factors. Warm hues - reds, oranges and yellows - are perceived as closer to the viewers, while cool colors of green, blue and violet seem more distant. Similarly darker values in color or black and white seem to be more in the foreground, while lighter values recede. Strongly contrasting combinations of either value or hue seem closer. Legibility is affected more by value contrast than by hue.



3 | COLOR

USING CONTRASTING COLORS

Select colors that provide good contrast to make your content more appealing and easier to read. Achieve effective contrast by using colors with different values (how bright or dark a color is). Use the chart at the right to guide your design.

Yellow is a bright color with a very light gray value. Purple is a dark color with a black value, therefore, using yellow and purple together provides very good contrast.

Yellow and green are not the best colors to use together, because the contrast between the two is so low.

Solve this problem by using a darker green that has a darker value to increase contrast and readability.

The value range chart shows you how each number (in this example we use red) has a number of values to choose from.

This makes the contract easy to achieve.



3 | COLOR

BACKGROUNDS

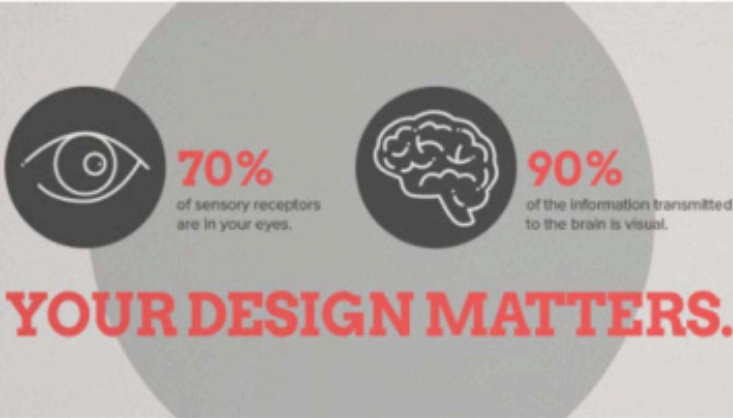
1. Avoid white backgrounds.

With LED technology and the use of emitted light, white or very light colors may repel the eye, this is NOT DESIRED and NOT RECOMMENDED. If white or pastel colors must be used, the content should be scheduled for daytime viewing.

2. Black backgrounds.

For digital billboards, black is the ABSENCE of color. Using a black or dark background will inevitably increase contrast, therefore strengthen legibility and enhancing the impact of your advertising.





70%
of sensory receptors
are in your eyes.

90%
of the information transmitted
to the brain is visual.

YOUR DESIGN MATTERS.

FOR MORE INFORMATION OR OTHER INQUIRES,
PLEASE FEEL FREE TO CONTACT US!

WE LOOK FORWARD TO YOUR IMPACTFUL DESIGNS!