



## Design Tips

**Good billboard design can be summed up in three words: *Keep It Simple*.** While driving, drivers have seconds to scan your billboard and absorb the information. To help you optimize the amount of time drivers' eyes are on your billboard, we've put together some design tips for you to use.

## 1. Copy

With only a few seconds to read billboard copy, the best way to help drivers is to get to the point quickly. This can be done using a small amount of text - no more than ten words, one or two images, and your logo.



Good



Too Much

## 2. Font

When selecting a type font, stay clear of fonts that look handwritten, fancy, or are generally hard to read. Instead, choose clean and familiar fonts.

Easy to Read

Ky Ky Ky Ky Ky Ky

Hard to Read

Ky KY Ky KY Ky Ky

### 3. Color

Select colors that make your ad standout and are easy to read. It is best to choose color combinations with a strong contrast. Low contrast colors are difficult to read and can be visually unappealing.

#### High Contrast



#### Low Contrast / Unappealing



#### **Remember:**

when designing your billboard,  
keep it brief and keep it simple.

# Printing Guide



## Outdoor

### Bleeds & Juniors

Color: CMYK - *U.S. Web Coated (SWOP) v2*

Reduce Scale: 1" = 20"

File Size: 300 dpi

### Bulletins & Wallscapes

Color: CMYK - *U.S. Web Coated (SWOP) v2*

Reduce Scale: 1" = 20"

File Size: 300 dpi

Vinyls & Wallscapes: include 8" bleed at full-size

Indicate image crops

## Indoor

### **P.O.P. Direct to Substrate, 4/c Process**

Color: CMYK - *U.S. Web Coated (SWOP) v2*

Full Size File: 150 dpi

Quarter Size File: 600 dpi

### **P.O.P. D-Prints/D-Trans, RGB, Photographic**

Color: RGB - *Adobe RGB (1998)*

Full Size File: 200 dpi

Quarter Size File: 800 dpi

### **P.O.P. Dye-Sublimation, 4/c Process**

Color: CMYK - *U.S. Web Coated (SWOP) v2*

Full Size File: 150 dpi

Quarter Size File: 600 dpi

## Accepted Electronic Art

**Drawing:** *CorelDRAW 13.0, Adobe Illustrator CS4, or Freehand MX*

Please provide document file. Embed all fonts, or converted to curves. CorelDRAW files should be tiff format.

**Layout:** *QuarkXPress 8.0, or Adobe InDesign CS4*

Please provide document file. Include fonts.

**Photo:** *Photoshop CS4*

Please provide document file. Rasterize all type layers.

File types: PDF, JPEG, TIF, EPS. Embed all fonts.

## General Guidelines

Provide color proofs if critical color match is required.

If using PMS colors within 4/c process file, indicate each PMS color used. *Not all PMS colors match using 4/c process.*

Files must be proportionate to final output size. Please specify final size and percentage of enlargement.



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