

INTERSTATE

OUT-OF-HOME DESIGN GUIDELINES



> DESIGNING FOR OUT-OF-HOME

Quick Tips

Overview

Simplicity is the key to effective out-of-home design. Simple, concise, and clear designs help audiences understand and recall messages. For best results, use the following basic guidelines when creating your next out-of-home campaign.

Brief Copy

The average viewable time of a bulletin is seven seconds. Limit copy to 10 words or less.

Short Words

Stick with short, uncomplicated words for quick comprehension by motorists.

Simple Messages

Each ad should present a single idea - this reads faster than trying to fit multiple offers in a message.

Bold Colors, High Contrast

Text and background colors should combine in a way that is pleasing to the eye and can help viewers read the message.

Large Type

Bulletins are viewed from distances of 400 to 800 feet. Large text gives your audience sufficient time to read and comprehend the message.

Legible Fonts

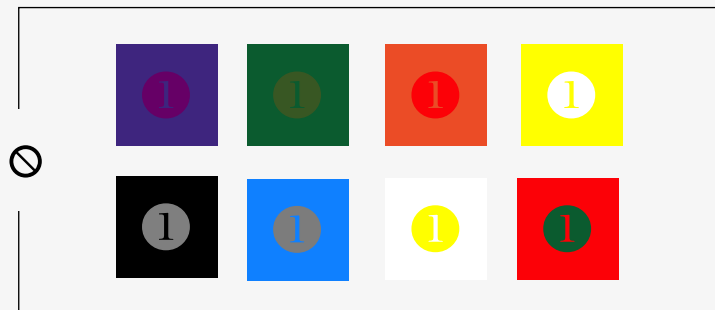
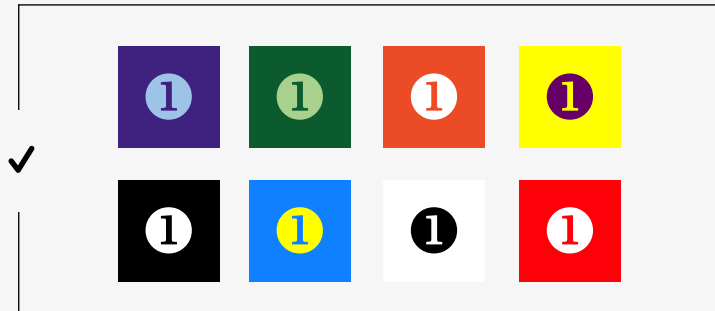
Avoid using thin or ornate fonts. Thin strokes don't maintain legibility over long distances. Bolding fonts is an excellent way to add weight to your message.



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Creative Guidelines

Color contrast is integral to out-of-home design. The greater contrast between background color and copy, the easier it is to read from a distance. Use dark text on light background and light text on dark backgrounds.



Use fonts that are easy to read. Ornate type should be used sparingly.

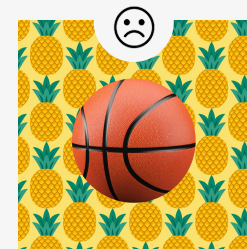
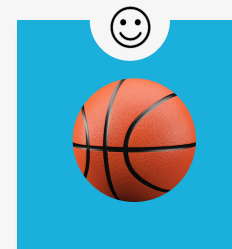


Aa Bb Cc Dd
Aa Bb Cc Dd
Aa Bb Cc Dd



Aa Bb *Cc* *Dd*
Aa Bb Cc Dd
Aa Bb Cc Dd

Images against simple backgrounds create higher-impact visuals.



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Optimize Your Message

The most effective out-of-home ads are simple, bold and readable. Presenting a clear hierarchy of information helps maximize readability and encourages actionable results. Consider the following elements when designing your out-of-home ad:

- 1 A compelling image or graphic element to grab the viewer
- 2 A company logo/name to identify the product-service-brand
- 3 A tagline or brief description about the product-service-brand
- 4 A way to easily connect, like a vanity number or website



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Test the Creative



⚙ Before it Hits the Streets

Do the colors work? Does the message pop? Is it easy to understand?

👁 Check the Readability

Print the creative on an 8.5" x 11" piece of paper. View the creative from six feet. This simulates viewing from the road. Does it read well?

🕒 Check the Visibility

View the creative for 5 seconds. This simulates driving past the bulletin. Can you read the entire message in 5 seconds? If not, your drivers will miss the message too.

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OUTDOOR ADVERTISING

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