

Basic Ad Design Rules

1 Seven words max.

People only spend 3 seconds reading your billboard ad. Even if the sign is near a stop light, people still will not spend more time when if you have more copy than this. This is the most important rule you can learn.

2 Use relevant images.

Only use images that help set a tone or illustrate your benefit to your client. Unless your face gives people a reason to show up at your business, you don't need to be on a billboard. Use images that reinforce the concept of the Benefit to them.

3 Limit the bright and crazy colors.

Ads get attention because they're based on a solid strategy and well-designed, not because you use bright colors. Relying on obnoxious colors can damage your image.

4 List only one point of contact.

The best one? Your company name that Google uses to find you. Why? people use search engines by using your company name. Second best? Your web site address.

5 The Font Type is important.

Stop using Arial, Impact and Times. We suggest Gotham (this page uses a Gotham font). Gotham works well with digital signage. Narrow fonts and *italics* display poorly on digital signage

6 The Font Size is more important.

The height of your font needs to be at least 1/10th the height of your total image. Why? It must be readable at a good distance.

7 Do not use a white background.

White is tough to dim at night. It will irritate your potential clients. Keep the use of white to less than 30% of the image.