



Allison Outdoors' 10-Commandments of Billboard Design



1) **Simplicity Rules (7 Words or Less)**

Compelling Image
Unique Benefit / Emotionally Charged Headline
Your Name / Logo / Contact Info

2) **High Contrasting Colors**



3) **Forget fancy font styles**

Thin & Elaborate Fonts are No Good
Keep Ample Space between Letters. Avoid All CAPS

4) **Use Big Font Sizes**

Minimum Type Size: 18 inches tall

5) **Outstanding Photography Needed**

300 DPI-Minimum
Leverage 1-Big Image displaying 1-Central Theme

6) **Laser focus on 1 key objective**

You have seconds to convey your message
No Time to List Multiple Features or Lengthy Mission Statements

7) **Narrowly Target your Audience**

Try to reach everyone and you will hit no one
Ensure your billboard speaks One-on-One to a potential customer and their needs
An Emotional connection will ensure RECALL

8) **Take it for a Test Drive**

Show someone your design for 5-10 seconds
Can they: Read the Entire Message...Understand the Concept...How's your call to action

9) **Use Story Elements to grab Attention**

Bored Drivers love to be entertained

10) **Be Bold, Courageous and daring!**

No Body Remembers DULL
Explore different concepts...Nutty ideas often develop highly memorable designs.

ALLISON

Outdoor Advertising, Inc.