DIGITAL BILLBOARDS
DESIGN TIPS

LAS VEGAS BILLBOARDS

EST. 1987

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LET'S **GET CONNECTED**

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Las Vegas Billboards (LVB)

BILLBOARDS
DESIGN TIPS

MAKE IT ***SIMPLE***

Focus on one key objective. Don't distract the viewer with multiple messages. A single message idea will read quicker and more easily than trying to combine multiple ideas. Stick with shorter, simple words to maximize quick comprehension by motorists.

MAKE IT ***BEAUTIFUL***

Images for billboard use should be very carefully selected. After all this image could end up being 48 feet wide' Be sure to use images that have been scanned at the proper resolution.

VISUAL ***TEST***

To simulate viewing from the road, show your design to someone for only 5 Seconds. Did they understand it? View your design from 15 feet away. Can you the copy be read clearly?

MAKE IT ***BOLD***

High color contrast is a key ingredient. Just like using large text the right color combination can make your message readable from a much longer distance. Certain colors tend to evoke specific emotions or ideas, so choose them carefully to help support products and ideas.

FOR DIGITAL SIGNAGE With LED technology, the use of emitted light, white or very light colors may repel the eye. Take full advantage of your displays color capability by using rich vibrant colors.

MAKE IT ***BIG***

Using a limited amount of text will help viewers' readability and comprehension. Select fonts that are easy to read from different viewing distances, such as large, bold fonts. Remember to use text containing both upper and lower-case characters when you have a long message. Using text with all caps should be limited to short messages. Large text will allow consumers to see your message from a greater distance.

GETTING **THE MOST** OUT OF YOUR **DIGITAL BILLBOARD**

Digital billboards create infinite possibilities for the advertiser

The advertiser is able to tailor a message or multiple messages according to time of day, seasons, holidays and other special dates.

Our displays allow crisp images and colors that catch the attention of drivers. Campaigns can easily be rotated between different locations to extend the audience reach.

CONTENT & DESIGN

- Create a campaign with several different ads
- Customize content according to holidays, community events and seasons
- Keep it simple – less is always better for billboard advertising
- Stick to one message or theme per ad
- Use at least one bright, eye-catching color
- Incorporate your branding – logos, colors – to create and solidify recognition
- Funny and clever ads are easily remembered

ROTATION

- Keep everything updated and fresh – create new ads every 2-4 weeks
- Rotate your ads to different locations once a month to reach more people

THINGS TO AVOID

- Too much clutter or wordiness – remember, less is more
- Negativity – always portray the positive side of things
- Archaic humor that may be offensive or misunderstood

CREATING **SUCCESSFUL BILLBOARD ADS**

HEADLINE

- 7 Words or less
- large bold type
- easy to read

IMAGE

- Not busy - Easy to see
- Adjust brightness if needed
- Adjust saturation if needed

CONTACT INFO

- Street name only
- No area codes
- No www
- Caps (BobsTire.com)
- 1-2 items max

LIGHTS

MEDIUMS

DARKS

CONTRAST

- No lights on mediums
- No mediums on darks
- No mediums on lights
- No darks on mediums

We've come up with these simple guidelines to help you create an effective ad. It's our goal to help your business grow – feel free to contact us if you have any questions or would like to adjust your ad campaign.