

Good Art, Bad Art

"Simplicity is the ultimate sophistication." - Leonardo DaVinci

Less is more

Outdoor advertisements strength is to deliver an impactful message repetitively with unparalleled cost effectiveness. To be impactful, the advertiser's objectives must be narrowed to what is most important to accomplish. Keep it simple and powerful.

Identity

The viewer should be able to identify the advertiser's message immediately. While not always necessary to be the dominant design element, it is important that your name, logo, and/or product are easy to identify at a glance.



Good



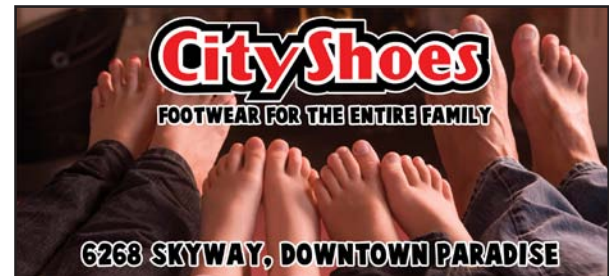
Bad

Imagery

Large images, silhouettes, and isolating and cropping individual elements increases impact. Do not use a background with too much detail, as that will distract from the overall message.



Good



Bad



P.O. Box 7209 | Chico, CA 95927 | (530) 342-3235 | Fax: (530) 342-0712

www.stottoutdoor.com

Colors

High contrast colors are very important to creating a powerful and effective design. Use gradients sparingly, and avoid overwhelming the viewer with too many colors.



Good



Bad

Directional

It is highly recommended that you pick one method for viewers to contact you. Including multiple methods of contact unnecessarily reduces the effectiveness of your advertisement.

555-5432

or

Corner of 1st & Cherry

or

BurgerTown.com

Good

(530) 555-5432
1572 Cherry St, Chico
www.BurgerTown.com

Bad

Legibility

Choose fonts that are easy to read. Try to limit your verbiage to 7 words or less. Consider allowing your logo to be modified by your outdoor advertising professional for maximum legibility and impact.



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