



# CREATIVE DESIGN TIPS FOR LARGE FORMAT ADVERTISING

In order to make the most out of your large format outdoor advertising campaign, it's important to consider some of the following notes when planning your creative design.

Civic Outdoor's network of billboards all over

Melbourne provide you with an exceptional advertising opportunity, but if your message is unclear or contextually difficult to read, the impact of your campaign can be diminished.

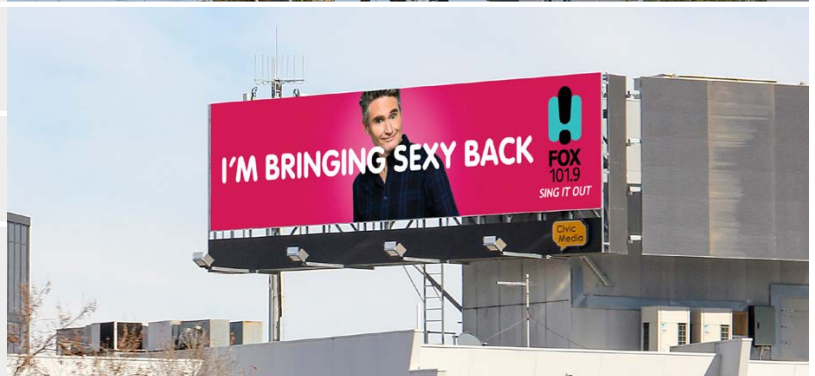
## STATIC / ALL BILLBOARDS:

- ✓ A simple marketing message and brand logo
- ✓ Single, meaningful image
- ✓ Large, clear text
- ✓ Quirky and/or memorable message
- ✓ Vibrant, distinctive colours used that are consistent with the brand

- ✗ Unclear text
- ✗ Websites and phone numbers are not needed  
*(Potential customers will likely remember brand names and marketing messages instead)*

- ✗ Large amounts of text  
*(6 words or less is usually the ideal amount for use on billboards)*

- ✗ Confusing, cluttered visual elements  
*(The billboard's design should be quick and easy to understand)*



# DIGITAL BILLBOARDS:

- ✓ Bold, large text
- ✓ Day-specific or week-specific message for maximum relevance
- ✓ Eye-catching visuals or imagery



- ✓ Clear, undecorative text
- ✓ Solid colours
- ✓ High contrast between text and background



- ✗ Large areas of white  
*(Too much white on digital screens can appear very bright and impair legibility)*



- ✗ Fine textures and backgrounds  
*(Textured details can be lost or blurred due to screen resolutions)*

- ✗ Low contrast text and images  
*(Subtle colour differences may not be perceivable on digital screens)*



- ✗ Small text  
*(Any undersized digital text may pixelate poorly and not be readable)*

Contact us if you have any further questions about making the most of your outdoor media campaign with Civic Outdoor.