

Billboard Content Guidelines

Things to Remember

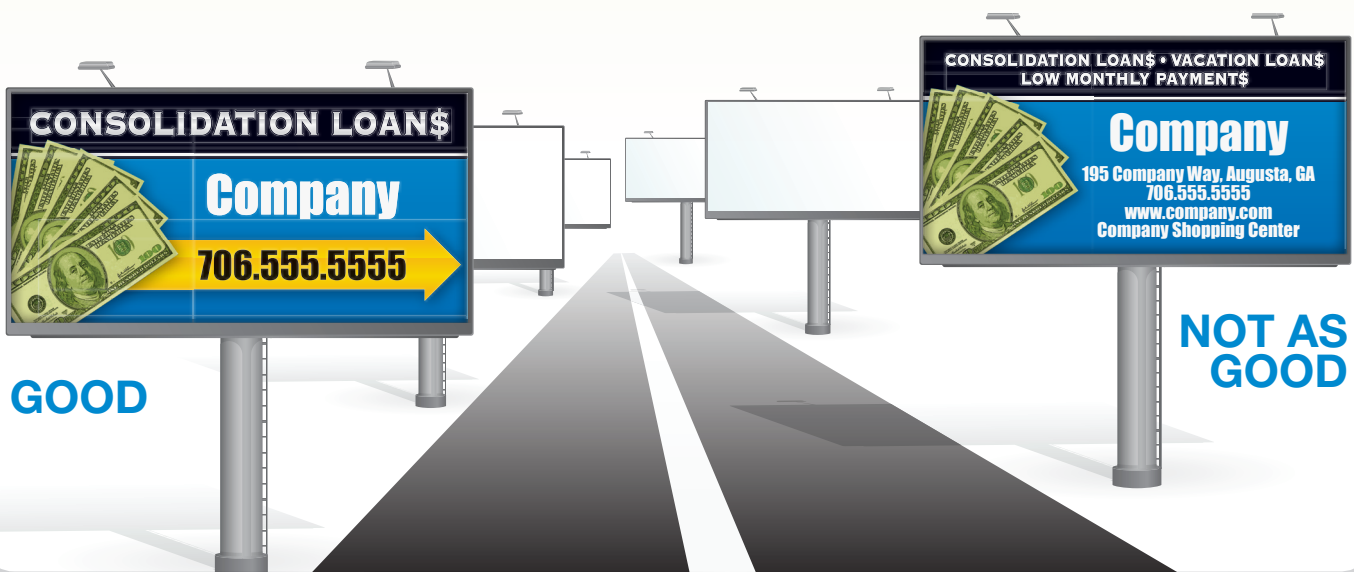
LESS is more. The text must be readable in about 8 seconds.

BIGGER is better. Keep objects, graphics, logos, & brands large to ensure immediate brand identification.

Use simple fonts. This Font is better than *This Font.*

All caps can be harder to read. Word shapes help us recognize words faster.

Use bold colors. High contrast equals better visibility.



Chris Withers

706-288-4616

withers4@comcast.net

bestilldisplays.com