

THE DO'S AND DON'TS OF BILLBOARD DESIGN

Do

- ✓ Keep your headline to 7 words or fewer
- ✓ Use one strong, high-quality visual
- ✓ Include a single, clear call to action
- ✓ Use bold, high-contrast colours
- ✓ Keep your logo clear but secondary
- ✓ Leave plenty of white space

Don't

- ✗ Cram in paragraphs of text or fine print
- ✗ Crowd the layout with multiple images
- ✗ Make the logo the biggest element
- ✗ Forget to tell people what to do next
- ✗ Submit low-resolution artwork
- ✗ Use low-contrast or hard-to-read colour combinations