

# HOW TO BEST DESIGN A BILLBOARD



## Does Your Message Communicate Effectively In 10 Seconds or Less?

Designing a billboard is visual storytelling. An effective billboard grabs a person's Attention and creates a memorable impression, leaving the reader to think about the ad after they have driven by the billboard.



### Viewing Time

Your goal is for people to read your message from as far away as possible. Be sure the words are large and the type is clear and easy to read. Ask yourself does your message communicate effectively within 5 - 10 seconds?



### Single Image

Use one large image to attract the reader's eye to the billboard. For example, a single image of a bottle works better than having 6. Take a small object and make it large (like jewelry rather than making a large object small (like a house)



### General Rule of Thumb

7 words or less. Use short words with quick and easy comprehension. Limit or eliminate punctuation and edit down to the bare bones of your message.

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