



DIGITAL CREATIVE GUIDELINES & SPECS

SIMPLICITY IS THE KEY TO CREATING GREAT OUT-OF-HOME DESIGN.

A billboard's main purpose is functionality. Creating a billboard is mainly about making it read. Even the best design is worthless if it is not legible from a distance. It is only after legibility has been mastered that creativity can follow.

Although very similar, there are variances in designing for digital as opposed to traditional Out-of-Home. With that in mind, listed here are Clear Channel Outdoor's recommended guidelines for designing a digital billboard.

Make the Text Large

Outdoor designs should be simple, clear and easy to read. Digital Bulletins should be legible from 500 feet away, Digital Posters from 300 feet away.

Use Bold, Non-Serif Fonts

Always use large, legible typefaces. At 500 feet, thin lines optically fade or break up and very heavy fonts blur together. Avoid decorative, italic, or serif fonts. As a general rule, upper and lower case sans serif fonts provide the best readability. When designing for digital outdoor, we highly recommend adding a thin dark stroke around the text to separate it from the background.

Works **Works** *Doesn't Work* **Doesn't Work**

Stick to One Message or Idea

Simplify everything. Don't present a complex message or numerous images. Have one thing that you want your audience to do or to recognize. The best outdoor media reduces a complex message to its essential elements.

Be Short and Sweet

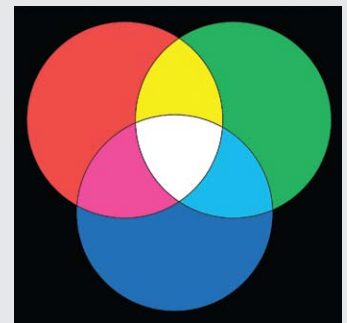
Use no more than ten words total on the entire billboard – and that includes the logo/product tagline. We recommend seven words or less for the headline. Keep the words short for faster comprehension.

Color

Use only RGB color files for digital displays. Design as you would for a website, TV or computer monitor.

Avoid White Backgrounds

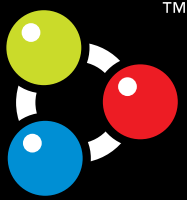
To achieve white, a combination of all three colors must be turned on to their maximum brightness. Consequently, white backgrounds will wash out and compete with the remainder of your creative.



Use Bright, Bold Colors

Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.





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NATIONAL DIGITAL PRODUCTION REQUIREMENTS

File Type
Uncompressed JPG

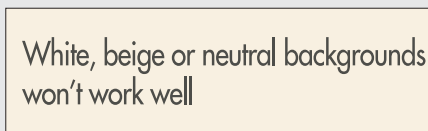
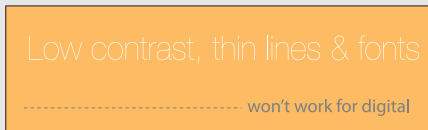
Color Mode
RGB

Art Pixel Dimensions
Digital Bulletins
400h X 1400w

Digital Posters
400h X 840w

Design with High Contrast

Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.



Pick Your Image Wisely

Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

Forget About White Space

White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

Test Your Idea

A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?

