

The

Great

Outdoor

AdBoard  
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ATHLASSIS TOWER No.2  
ΕΚΚΕΝΤΡΙΚΟ ΚΟΡΜΟ - 100 Μ.Μ.  
ΠΕΡΙΣΤΕΡΗ ΠΛΑΤΕΙΑ 410 - 110 Μ.Μ.  
ΕΠΙΧΕΙΡΗΣΗ  
ANTONIO TSANICARI DEVELOPMENT LTD  
TEL: 02-018072 09-623955



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# The Artwork

- **Advertiser's name should be readable**
- **Short Message**
- **Bold Colors**
- **Forget the White Space Rule**
- **High Contrast Colors Work Better**
- **Simplify Everything for Outdoor**
- **Think Big for Outdoor**
- **Use Strong Images Against Simple Backgrounds**



# The Artwork

Viewers interpret a message in three distinct ways:

- Rationally i.e. where the viewer will use logic to interpret a message
- Emotionally i.e. where the viewer intuitively reacts to a message
- Culturally i.e. where the viewer will determine if a message is relevant to him or her personally and will accept it or reject it.



# Simple rules to follow when designing outdoor advertising

- **Boldness**

- The presentation of dynamic or proactive messages always pay off!

- **Borders**

- Especially in the case of where 3D images are allowed – as in the case of highways – to not confine yourself into the borders of the billboard. Extend your design beyond the physical borders of the billboard.

- **Branding**

- The positioning of a brand on a billboard is extremely important.



# Simple rules to follow when designing outdoor advertising

- **Brevity**
  - Use less than 7 words!
- **Clarity**
  - Limit the number of words and pictures. The two should definitely be relevant.
- **Colour**
  - The use of the right colours is extremely important. Impressions for outdoor advertising can last and arouse emotional responses.
- **Accuracy**
  - Express your most important idea in a concise way.



# Simple rules to follow when designing outdoor advertising

- **Typography**

- The font used must be readable from variable distances
- Spacing between letters, words and lines will always enhance visibility.
- All words used, should comprise of upper and lower case characters because they are generally easier to read and words constructed solely by capital letters.



# Horizontal Vs Vertical Billboards



The right bottom of a billboard can affect product recall



The top half of a design is the best location to place the name of the brand your represent.

# Combinations most frequently used

**Adboard**

High Visibility

**Adboard**

Contrast



# Favourites

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**

**Adboard**



# Colour Combinations to Avoid



**Adboard**

**Low Visibility**



**Adboard**

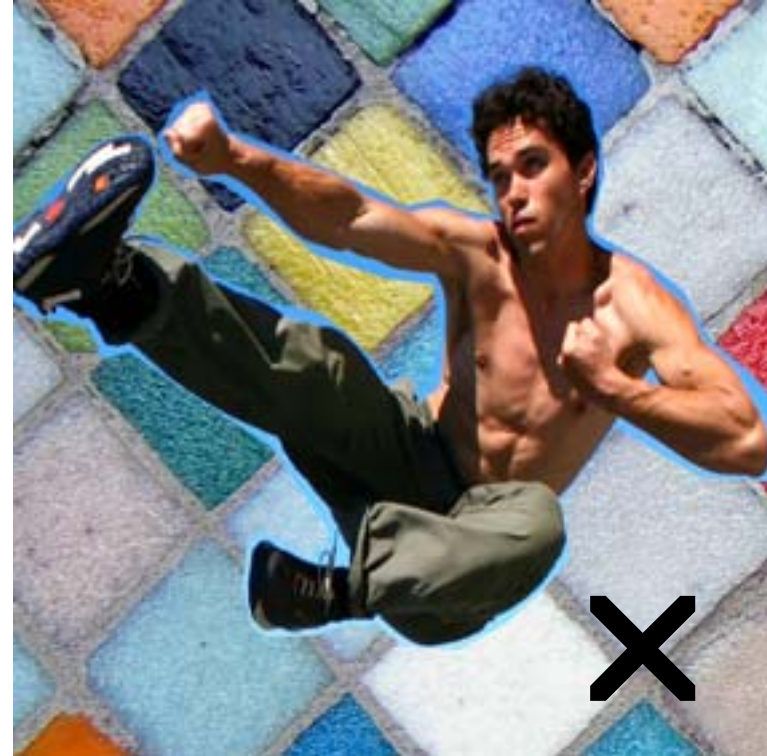
**Vibration**



# BACKGROUNDS



Simple  
Background



Complicated  
Background