



# creative guidelines

Out-of-Home (OOH) advertising provides the ultimate creative stage. It's big, bold and everyone will see it. If you haven't worked with billboards before, you must remember that less is more. Good creative is subjective, the OMA have put together a few tips to ensure your message is loud and clear.

## • MAKE IT SHORT AND SHARP

- ✓ Focus your message
- ✓ Present one strong idea

## • LET YOUR BRAND STAND OUT

- ✓ Brand clearly and strongly
- ✓ Proportion your logo correctly

## • GET ATTENTION FOR THE RIGHT REASON

- ✓ Engage your viewer
- ✓ Use humour, wit and intrigue

## • CREATE IMPACT

- ✓ Use colour and contrast
- ✓ Clear typography and less copy
- ✓ Strong visuals

## • CREATE INNOVATIVE BUILDS

- ✓ Interact with technology
- ✓ Give people a reason to engage with your brand

## • CAMPAIGN INTEGRATION

- ✓ Ensure your campaign creative is adapted to suit the OOH environment





# Distance vs Comprehension

Comprehension of an outdoor advertising design depends not only on the style of type or lettering or on the combinations of color used, but also upon how these elements work together, at a distance. Distance itself is a variable, which must be considered because the audience is in motion.

The size of type or lettering, therefore, is an important consideration in outdoor communication. To determine the proper size for specific considerations, we must first consider the demands.

A headline must be legible at any reasonable distance from close by to at least 120 metres. As illustrated below, a letter height of 50cm is recommended. No letters should be less than 30cm in height if we are to communicate a message effectively at a distance.

Letters 10cm high are included simply to illustrate what happens to letters this high at a distance. This size lettering is often used in a mandatory phrase or identification.



**30 METRES**



**60 METRES**



**90 METRES**



**120 METRES**