

Billboard design tips

Great Articles

<https://www.bluelinemedia.com/artwork-tips>

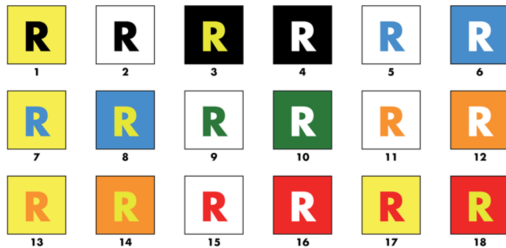
<https://www.stimulusadvertising.com/our-blog/207-12-rules-for-every-billboard-design.html>

COLORS

Minimal whitespace

Avoid white background

Have high contrast colors



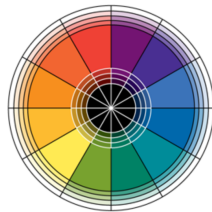
HIGH CONTRAST

VIBRATIONS

VIBRATIONS

LOW VISIBILITY

HIGH VISIBILITY



WORDING

7-10 words max

Make sure you have your name on it

PICTURES

Make small things large

One image, one logo, on headline, that's it

Good examples:



