

## 1. TEXT SIZE

The design of outdoor advertising must be simple, clear and easy to read. Digital outdoor advertising must be legible from a distance of 150m.

## 2. LETTERS / FONTS

Always use thick and easy-to-read letter formats.

At a distance of 150 m, thin lines optically disappear. Avoid decorative italics.

When creating an outdoor ad layout, we recommend that you select text so that it doesn't blend in with the background.

## 3. STICK ON ONE KEY IDEA

Simplify everything.

Don't create a complicated message with countless pictures.

Choose and stick to one goal that your audience needs to do or recognize.

Outdoor advertising must be simple and clear.

## 4. SHORT AND CLEAR

In total, do not use more than 10 words (including the logo and slogan).

We suggest 7 words. Short and clear.

## 5. COLOR

Use only RGB color media for screen files.

Design as you would a web or television ad.

## 6. AVOID LIGHT BACKGROUNDS

Replace white backgrounds with a 13% gray color. To prevent the light background from competing with your design's creative elements, maximize the brightness of all other colors. Reduce the background's prominence by increasing the size of other elements (text, objects).

## 7. USE BRIGHT COLORS

Stick to saturated tones. Do not use equivalent colors, for example, the combination of red and green will not read because they have a similar value.

Use contrast colors that are best suited for the environment and viewing from a distance.

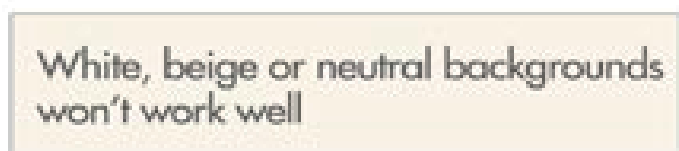
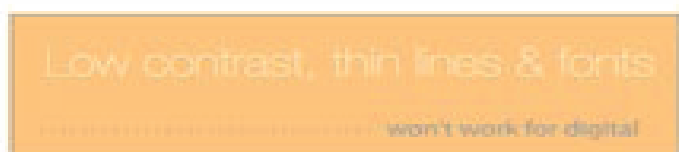
### Contact us:

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### 8. CONTRAST DESIGN

Fine lines do not work long distances. High contrast in both color and value is essential to creating good digital outdoor advertising.

Example:



### 9. IMAGE SELECTION

Think about your choice of image. Select a small object and make it large (Example: Clock) Avoid shrinking large objects (Example: Building). Avoid landscapes, photos, or complicated videos. We recommend 3 visual elements (or less).  
Example: One image, one logo, one title.

### 10. "FREE SPACES" IN OUTDOOR ADVERTISING DESIGN

"Free space" in outdoor advertising does not provide the same return as "free space" in print advertising. Increase your logo, font size and images! It is not recommended to leave unused advertising space at a distance of 90–150m.

### 11. TEST YOUR IDEA

The average viewing time for an outdoor ad is approximately 5 seconds. We suggest showing someone the design for only 5 seconds from a distance, then ask questions about whether they understood it? Who was the advertiser? How do they think what an advertiser wants them to do?

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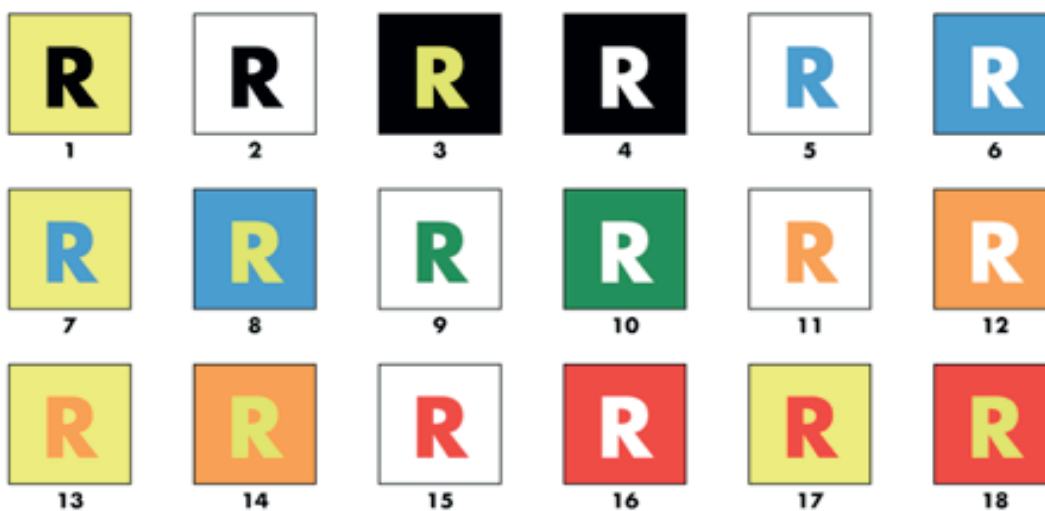
**COLOR TYPES:**

Listed below are 18 color combinations tested under different distance visibility conditions. Visibility is ranked from 1st to most visible and 18 to least visible.

Color combinations for outdoor advertising illustrate the need to choose colors that are complementary and have high contrast and value. For example, the colors green and red are opposite and thus complementary colors, they provide good contrast, but in values they are very similar. The result is an annoying vibration. The same goes for the combination of blue and orange.

View the design for 5 seconds from a distance of 5 meters. Do you understand that?

Example:



**HIGH CONTRAST**

**VIBRATIONS**

**VIBRATIONS**

**LOW VISIBILITY**

**HIGH VISIBILITY**



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## STANDARD ADVERTISING CLIP:

File size: 400 × 676px.  
Clip length: 10 seconds.  
Format: mp4.

Static content can be placed: jpg or png.  
1, 2 or 4 designs are allowed per rotation.

CONSIDERING THE SIZE OF THE SCREENS,  
IT IS EXTREMELY IMPORTANT TO FULLY USE THE ENTIRE ADVERTISING AREA:  
LARGER OBJECTS, LOGOS, TEXTS.

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