DESIGN **TIPS** | letter height

When selecting **FONTS** for billboard designs, remember that fonts should be easy to read from a variety of distances while also traveling at a variety of speeds. Use legible and large typefaces. Stay away from fonts with thin strokes or ornate script, as they will be very difficult to read.

Higher **COLOR CONTRAST** will help your design and text pop off the billboard, making it easier to read and allowing you to occasionally use smaller fonts.

Distance(ft)	Readable Text Height (in)
200'-300'	8"-10"
300'-350'	10"-15"
350'-500'	15"-20"
500'-600'	20"-24"

10" Letter Height
20" Letter Height
24" Letter Height

DESIGN **TIPS** | basic elements

Keep it SIMPLE. The most effective billboard designs are simple and concise.

RULE OF THREE

The best billboards contain the following:

IMAGERY to grab attention.

COPY describing product, service, or marketing message.

BUSINESS & **CONTACT INFO** where they can get the product /service.

Try to limit **COPY** to 5 words or fewer. The average viewable time for a billboard is around 7 seconds. Send viewers to websites or phone numbers for more information.
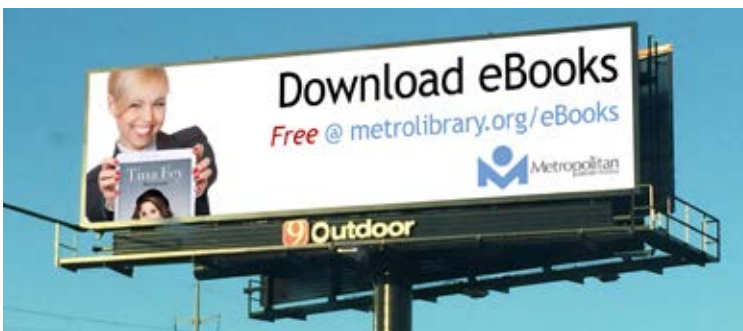
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Low Contrast. Difficult Readability.

High Contrast. Easy Readability.

DESIGN **TIPS** | examples