

## Good vs. Bad Outdoor Design

Successful outdoor design will catch the eye of drivers and be readable at roadway speeds. Our designers are specially trained to lay out designs that will accomplish both. While the options are limitless for creative designs, we want your message to be effective and generate business for you, so we will advocate for designs that can make an impression. The examples below, from the driver's perspective, show how an effective outdoor design can be degraded by clutter, lack of contrast, small font size, and the wrong font style, all design pitfalls that can be easily avoided.



Cluttered Artwork

## The Golden Rule of Outdoor - Seven Words or Less!



Clean Artwork

The best messages in outdoor are always simple and precise. This example shows how the impulse to include multiple images to convey the message actually backfires by creating a clutter of images that can't be distinguished from a distance. Are those brown piles food or something else? Advertisers that apply restraint to the design with a single focused image and seven words or less in the copy achieve better results from their advertising.

Once you come on board with sun Outdoor we do your artwork for free! Our in house graphic artist will be available to work with you to create the perfect design!