

# Good Art, Bad Art

*"Simplicity is the ultimate sophistication." - Leonardo DaVinci*

## Less is more

Outdoor advertisements strength is to deliver an impactful message repetitively with unparalleled cost effectiveness. To be impactful, the advertiser's objectives must be narrowed to what is most important to accomplish. Keep it simple and powerful.

## Identity

The viewer should be able to identify the advertiser's message immediately. While not always necessary to be the dominant design element, it is important that your name, logo, and/or product are easy to identify at a glance.



**Good**



**Bad**

## Imagery

Large images, silhouettes, and isolating and cropping individual elements increases impact. Do not use a background with too much detail, as that will distract from the overall message.



**Good**



**Bad**

## Colors

High contrast colors are very important to creating a powerful and effective design. Use gradients sparingly, and avoid overwhelming the viewer with too many colors.



**Good**



**Bad**

## Directional

It is highly recommended that you pick one method for viewers to contact you. Including multiple methods of contact unnecessarily reduces the effectiveness of your advertisement.

**555-5432**

or

**Corner of 1st & Cherry**

or

**BurgerTown.com**

**Good**

**(530) 555-5432**  
**1572 Cherry St, Chico**  
**www.BurgerTown.com**

**Bad**

## Legibility

Choose fonts that are easy to read. Try to limit your verbiage to 7 words or less. Consider allowing your logo to be modified by your outdoor advertising professional for maximum legibility and impact.



**Good**



**Bad**



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