

billboard design guidelines

It is important to ensure each billboard is readable and not distracting to drivers.

- Images must be static (no moving graphics or text), simple is best
- No instructions to take driving action (e.g. take the next left turn to find us)
- There must be no imagery imitating traffic lights (red, green or orange colours cannot take up more than 25% of your design)
- The design should consist of no more than 10 elements. Up to eight of these elements can be text. Example elements are:
 - An email address
 - A phone number
 - A picture
 - A symbol
 - A logo
 - A terms and conditions disclaimer
 - Any other individual element

***TIP** For maximum impact go for a coloured background, rather than a white background.

For more information visit www.tgmcreative.co.nz/billboard

design specs

File

- Billboard dimensions 480px(w) x 240px(h) (2:1 aspect ratio)
- RGB colours
- File type jpg, png or gif
- Maximum file size 2MB
- The final file supplied must have the date within the name e.g. promoroomadvert_11Jul2022

Text

- Main messaging: minimum 28px(h)
- Secondary messaging: minimum 14px(h)
- No more than 40 characters per line of text

checklist

- | | |
|---|---|
| <input type="checkbox"/> No more than 10 elements within design | <input type="checkbox"/> File size is correct |
| <input type="checkbox"/> Billboard dimensions are correct | <input type="checkbox"/> File name is correct |
| <input type="checkbox"/> File colours are RGB | <input type="checkbox"/> Text size and character count is correct |
| <input type="checkbox"/> File type is correct | |

When you have completed the checklist and you are ready to supply your billboard artwork, please send it to Mae: mae@tgmdesign.co.nz

billboard design examples

