tgm

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

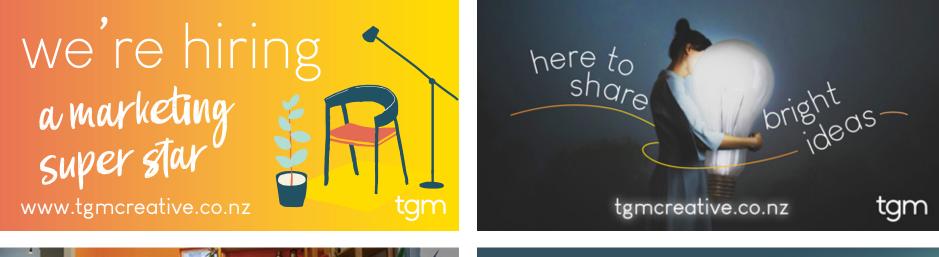
checklist

 No more than 10 elements within design
Billboard dimensions are correct
File name is correct
File colours are RGB
Text size and character count is correct

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





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fabrilons customer service staff

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