

ADOMNI

Content Design Tips



This document was created to aid Advertisers in designing digital billboard content that is visually captivating and effective in delivering a clear message.

We recommend following these five important best practices when creating advertisement artwork:

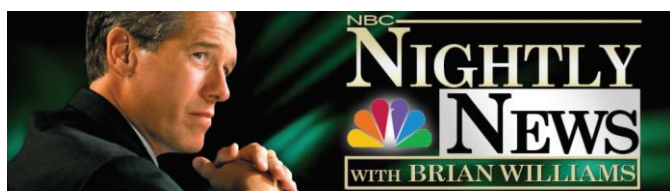
1. Less is more

Example of Good, Simple, Bold Content	Example of Bad, Overloaded/Busy Content
 A billboard for Ruby Tuesday featuring the brand name in a simple font, the text 'visit us tonight' in a large, bold, white font, and a high-quality image of a burger and fries.	 A billboard for Ruby Tuesday that is cluttered with too much information: the brand name, opening hours, phone number, website, slogan 'Fresh taste. Fresh place.', and address, all crisscrossed by a large white 'X'.

2. Prioritize your messaging and content

Example of Properly Sized, Prioritized Content	Example of Poorly Weighted Design Elements
 A billboard for Miles Chevrolet with a yellow background. It features a large '\$229' with 'MONTH' written vertically next to it, a black SUV, the Chevrolet logo, and the text 'MILES CHEVROLET' and 'MilesChevrolet.com'.	 A billboard for Miles Chevrolet with a red background. It features the word 'MILES' repeated twice in large, bold letters, 'CHEVROLET' repeated twice, locations 'SIOUX FALLS' and 'WATERTOWN', phone numbers, a Chevrolet logo, a car image, and the slogan 'An American Revolution'. A large white 'X' is drawn over the entire billboard.

3. Choose fonts that are easy to read, sized large enough to read from a distance and avoid using too many UPPERCASE words

Example of Easy-to-Read Text	Example of Hard-to-Read Text
 A billboard for NBC Nightly News featuring a photo of Brian Williams and the text 'NBC NIGHTLY NEWS WITH BRIAN WILLIAMS' in a clear, legible font.	<p>EXAMPLE:</p> <p>This Text Is Easier to Read from Far Away</p> <p>THIS TEXT IS HARDER TO READ FROM FAR AWAY</p>

4. Choose colors that translate an emotional response that is in-line with your content

COLOR	EMOTIONS EVOKED
Red	Stimulating, exciting, provocative, dynamic
Red Orange	Domination, aggression, and action
Orange	Friendly, vital, playful, energizing, inviting
Yellow Orange	Illumination, wisdom, and wealth
Yellow	Sunny, warming, cheerful
Yellow Green	Sickness, cowardice, discord, and jealousy
Green	Soothing, nature, refreshing, healing, fresh
Blue Green	Emotional healing and protection
Blue	Cool, quiet, serene, constant
Blue Violet	Uniqueness, preciousness, royalty, and sacredness
Violet	Creative, regal, spiritual, mysterious
Red Violet	Energetic, happy, sweet, romantic, youthful
Black	Strong, classic, elegant, mysterious

5. Ensure that your colors have good contrast, avoid white backgrounds and pastels

Example of Good Contrasting Colors	Example of Insufficient Contrast
