

OUTDOOR ADVERTISING CREATIVE GUIDELINES

client

date

project

focus your message

Present one strong idea -
You only have a few seconds to
engage the viewer



brand clearly and strongly

Strong brand linkage has greater impact



engage your viewer

Through the use of intriguing,
humorous or aesthetic images



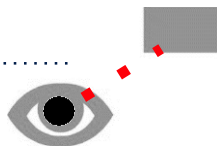
use simple type faces

Text in upper and lower case is
easier to read from afar than all
upper case



distance test your creative

To ensure legibility on the
street



use high contrast and bright colours

Choose colours that contrast well
in both hue and value



"In this attention deficit, digital era, the oldest medium still has the power to persuade, delight and engage audiences in seconds."

Paul Lavoie
Chairman, TAXI