

TRANSIT 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



consider the environment in which your ad is being viewed



use high contrast and bright colours

Choose colours that contrast well
in both hue and value



"Always put yourself in your ads' viewing context. Advertisers often approve ads – such as OOH posters and boards – in the comfort of their office, light-years away from the environment where consumers will see them. Their impact could be quite different..."

François Forget
VP Strategy, Partner, SID LEE