

Design Check List

*Outdoor advertising design is perhaps the hardest medium to design. The person you are trying to reach is flying by your message at over 65mph. He's not going to stop his car and pull over to the side of the road to read your billboard. You've got about 4 seconds to get your point across. A lot of people ignore the basic rules and try and put too much copy on a billboard. The best billboards are the ones that look as if they are the easiest to make. **Keep in mind 7 words or less!** In order for us to help you come up with the most effective design we have devised a check list below. This will help our artists achieve exactly what it is you are looking for and will save time in the installation process of your billboard.*

Please take the time to fill this out and fax it back to Christine at 920-983-9145 Thanks!!

Circle the most important features for your billboard (remember less is more, try and circle at max 4 items)

Logo Slogan Web site Directions Phone number picture
Hours of operation Sale / Special New opening Suppliers logo
Anything else? _____

Do you have a website? What is it? _____

Do you like your website? _____ What do you like / not like about it?

What type of feeling are you going for? Circle what word(s) appeal to you?

Elegant Woodsy Spooky Fun Serious Summery
Cold Hot Contemporary Soft Blunt Sad
Love Old Futuristic Editable Country Sporty

Have a different feeling in mind? _____

Color combos are also an important issue do you have specific company colors you wish to use and if so what are they? _____

If not, below is a list of the best and most visible color combinations in outdoor, in order from the best. If you would like your design to contain any of these please circle one combination.

- | | | |
|--------------------|---------------------|-------------------|
| 1. Black on Yellow | 7. Blue on Yellow | 13. Red on White |
| 2. Black on White | 8. White on Green | 14. Yellow on Red |
| 3. Yellow on Black | 9. White on Brown | 15. Red on Yellow |
| 4. White on Blue | 10. Brown on Yellow | 16. White on Red |
| 5. Yellow on Blue | 11. Brown on White | |
| 6. Green on White | 12. Yellow on Brown | |

If you have any questions please contact Christine at 920-983-6700 X1063. Or if you have any additional comments or ideas please list them below. Thank you!