

LOCALLY ROASTED

HARRIS Premium COFFEE BEANS

3

COFFEE BEANS FROM FAR OFF LANDS ROASTED HERE IN AUSTRALIA SINCE 1883

DISCOVER MORE @ HARRISCOFFEE

goa

FOR SALE
GROUND FLOOR STRATA
- 112m²
- 2 Car Parks
- Fully Partitioned
Tewsbury Commercial
08 9422 2222

WHAT WORKS IN
OUT OF HOME

goa
get noticed

DESIGN AND COPY GUIDELINES

If you can't say it in a few words, don't.

The best billboards are in your face, they cut to the point simply but with impact. They plant a core idea into consumers' minds and don't "over explain" their message.

ALL ARTWORK SHOULD...

- Include a large logo – make sure you can read the advertiser's name
- Avoid a detailed call to action in roadside environments. Websites, phone numbers and addresses are too long to remember and audiences can't write them down while driving!
- Use short copy – 8 words ideally
- Use bold, easy-to-read fonts – remember the further away it can be read, the longer the viewer has to read and remember it
- Avoid all caps, as upper and lowercase font is easier to read at a distance
- Keep spacing between lettering even and consistent
- Avoid cluttering with too many elements

WHAT WORKS IN OUT OF HOME

LETTER VISIBILITY

OUTDOOR
OUTDOOR
OUTDOOR
Outdoor

Upper and lowercase font is easier to read than all capital letters.

Outdoor
Outdoor
Outdoor

Too little spacing between letters makes them appear to merge together.

Visibility
Visibility
Visibility

At a long distance, very heavy letters become 'blobs' and very thin letters become invisible.

WHAT WORKS IN OUT OF HOME

COLOUR SELECTION

- Choose complimentary colours that have strong contrast
- Avoid colours that “vibrate” or have similar tones that can merge

The colour combinations below show readability at a distance. Number 1 is the most legible, decreasing in legibility to number 18. Complimentary colours such as red and green ‘merge’ and are not easy to read and any combinations of similar values will have low visibility.

Complimentary colours that have a strong contrast in value (and therefore, little vibration) provide maximum visibility.



WHAT WORKS IN OUT OF HOME

DIGITAL TIPS

- Use sans-serif fonts
- Stick to one message per creative and rotate creatives for greater impact
- Avoid white backgrounds - to achieve white, a combination of all three colours must be turned on to their maximum brightness so white backgrounds may wash out your creative
- Use the right imagery – anything too detailed may be lost
- Always check artwork from a distance or on www.goa.com.au/our-resources/test-your-artwork

STATIC TIPS

- Use the right imagery – anything too detailed may be lost
- Use large and easily legible type, don't use thin lines and fonts
- Use bold, high contrast colours
- Always check artwork from a distance or on www.goa.com.au/our-resources/test-your-artwork