

OUTDOOR 101

ARRINGTON

SOME CREATIVE HINTS...

CAN THE MESSAGE BE MORE SUCCINCT?

Rule of thumb: maximum copy, seven words! In outdoor design, "less is more".

IS THE TYPEFACE LEGIBLE?

Does the letter S P A C I N G read at distance? Is it strong and clear?

IS THE GRAPHIC SINGULAR?

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IS THE READ GOOD?

Is your poster recognizable at a distance? Is the brand name or logo readable at a distance?

IS THE OPTIMUM COLOR ACHIEVED?

Are the colors attractive? Is the contrast compelling? Color combinations affect apparent size and readability.

ARE PRODUCTION ISSUES CLEAR?

Does your printer know your exact needs? Is your art optimized for your printer's needs? Is the art suitable for extreme enlargement?

FILE PREPARATION

To insure the highest quality, the following digital file guidelines are recommended for billboard production:

Adobe Photoshop: 300 dpi (min) CMYK (.tif, eps, psd w/layers if possible). Scale at 1/4 inch = 1 foot or 1/2 inch = 1 foot.

Adobe Illustrator: 300 dpi (min) CMYK, .ai, .eps, or high res .pdf, convert all type to outline, link or provide any support files. Please scale at 1 inch = 1 foot.

Freehand: 300 dpi (min) CMYK, .fh, .eps, convert all type to paths, link or provide any support files.