

Best Practice Guide for Billboard Artwork

This document is provided for general informational purposes only and does not constitute any marketing, advertising or legal advice.

Unlike social media, print, or website advertising, outdoor billboard advertising needs to be simple, bold, clear, and instantly understood. This guide will help you create artwork that looks professional, reads clearly from the road, and performs well on our digital billboard.

Keep the Message Simple A good billboard should usually include 1 main headline, 1 clear image or visual idea, 1 brand/logo 1 simple call to action	Avoid trying to include too much information The more text you add, the less people will remember. Best practice, use 7 words or less for the main message where possible.
Use Large, Clear Fonts Billboards are viewed at speed. Fonts must be large, bold, and easy to read. Try to use clean, bold fonts such as Montserrat Bold or Helvetica Bold	Avoid overly thin or condensed fonts. Font size guidance: Main headline 50–120 px Secondary line 45–70 px Contact details 35–55 px
Use Strong Colour Contrast High contrast makes your advert easier to read. Examples of this are white text on dark background dark text on light background yellow text on black	Avoid low-contrast combinations Light grey on white, Blue on black, Red on dark grey Thin white text over a busy image. If using an image background, place text over a clean section
Use Bold, Simple Images Images should support the message, not compete with it. Use images that are high quality, bright and clear, simple in composition, emotionally engaging	Avoid using multiple small images. Screenshots, cluttered collages, low-resolution images, small product photos, or images with too much detail.
Make the Logo Clear, But Not Too Big Your logo should be visible remembering that good layout usually has the logo placed in the top left, top right, bottom left, bottom right. The headline should usually be more prominent than the logo, unless the goal is purely brand awareness.	Avoid small complex logos Your logo needs to be seen but it should not overpower the message. Simplify your logo if possible, making sure it is clearly readable and recognisable

File Setup and Artwork Size

Please supply artwork at the correct billboard ratio and size.

Artwork size: 1344 px wide × 432 px high

This is a wide horizontal format. Artwork designed for Instagram, flyers, websites, or standard posters will usually need to be redesigned to suit the billboard. For best results, provide high-resolution artwork with all text checked and approved before submission.

What Makes a Strong Billboard Advert?

A strong billboard advert is:

- Simple
- Bold
- Readable
- Memorable
- High contrast
- Visually clean
- Focused on one message

The best billboard ads are often the simplest ones.