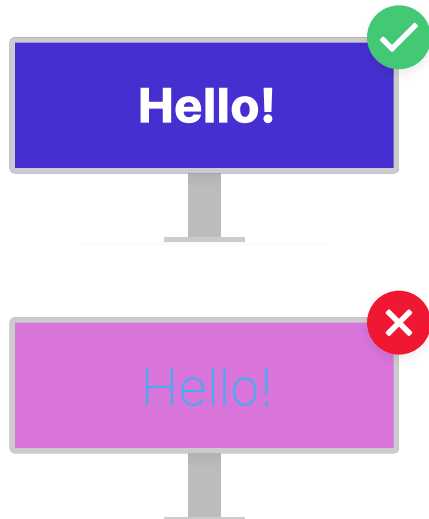


Design tips for OOH

🕒 Scannability

How much scan times do i have?

- Highway billboards and transit units like bus wraps or taxi tops have lower scan times, approximately 12 seconds or less. Use short messages for these units.
- Urban furniture or anything with pedestrian access like bus kiosks and gas station screens allow for longer scan times. These units are great for creatives that feature CTAs like QR codes, phone numbers, URLs, or hashtags.



6d Readability

How legible or easy to read is my creative?

- Using high contrast colors makes the creative more legible under any lighting and weather conditions.
- Avoid very lightweight or overly ornamental Typefaces.
- Use imagery with a strong focal point.
- Keep your copy brief. 7 words is a good benchmark.
- Use short and memorable CTAs, URLs, phone numbers, and hashtags.

Design tips for OOH



Static Screens

How to design for large (print) formats?

- Use CMYK color profile.
- Print specs vary by unit. But these are some of the most common specs.
 - **Scale:** most common scales are 1'=1". PPI varies wildly from unit to unit, follow the spec sheet closely.
 - **Bleed & live area:** most common bleed size is 6".

Digital Screens

How to design for Digital Screens?

- Use RGB Color profile
- Avoid using 100% white on backgrounds and large areas. This creates a pink hue or shimmering effect- instead, use broadcast safe white (R235, G235, B235).
- Keep in mind that screen resolution and physical size are not related. Some physically large screens have low resolutions and vice-versa.
- Be mindful that very complex QR codes might not scan properly on screen with very low resolutions.



Additional resources:

- OAAA Mockup Generator Tool www.oohmockupgenerator.oaaa.org