Billboard Design Guidelines

Art Submission Information

- Billboard Dimensions: 1400 x 400 pixels
- Submit high resolution JPG or PNG files only. 72 dpi or higher
- Artwork must be created to stated dimensions exactly.
- The Cobb Chamber is not responsible for display quality of ad artwork at a resolution of less than 72 dpi.
- Microsoft Word or Microsoft Publisher files are not accepted.

Example Billboard Designs

Guidelines from Clear Channel Outdoor

Use Bright, Bold Colors

• Stick with fully saturated web-safe hues. Complimentary colors, such as red and green, are not legible together because they have similar value. Contrasting color combinations work best for viewing outdoor designs at far distances.

Design with High Contrast

• Being subtle does not work at great distances. Strong contrast in both hue and value are essential for creating good digital out-of-home.
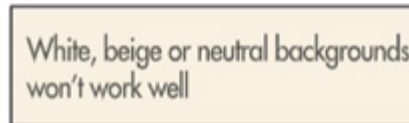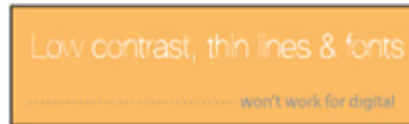
Pick Your Image Wisely

• Take a small object and make it large (like a watch) rather than a large object small (like a building). Avoid using landscapes or complex scenes. We recommend 3 visual elements or less, total. For example: 1 image, 1 logo and 1 headline.

Forget About White Space

• White space does not apply in Outdoor like in printed material. Increase your logo, font sizes and imagery! Having unused visual space at 300 - 500 feet is not recommended.

Test Your Idea

• A billboard is not a print ad, the average viewing time is only about 5 seconds. A good test is to show the design to someone from a distance for only 5 seconds and then ask them about it. Did they understand it? Who was the advertiser? What do they think the advertiser wants them to do?