

# Designing for Digital



## One Message Only

Make sure consumers know the one thing that will get them to react the way you want them to. If you need to say more you can design another ad and rotate the designs.

## Contrast Helps

When working with fonts, backgrounds, images, or colors, maintain a level of contrast that keeps your ad legible and engaging from a distance.

## One Point of Contact

Try to stick to one or less. It's hard to write a phone number down, so we recommend a short url. Then again, people will just google the company name... so actually no point of contact is best.

## Short Copy Lines

Shoot for seven words or less. If that seems impossible, shoot for one really strong visual and your logo.

## Use White Appropriately

Unlike printing, white is achieved not by the absence of color, but by all LEDs burning at full capacity. It may not be the smooth, soft white you were hoping for.



# Designing for Transit



## One Message Only

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## Contrast

When working with fonts, backgrounds, images, or colors, maintain a level of contrast that keeps your ad legible and engaging from a distance.

## One Point of Contact

Try to stick to one or less. It's hard to write down a phone number on a moving ad. Which is okay considering, if your ad is engaging, people are going to google it on their smart phones anyway. If you must use a point of contact, we suggest a simple url (either the client's or a vanity url).

## Short Copy Lines

Shoot for seven words or less. If that seems impossible, shoot for one really strong visual and your logo.

## If you're not sure

Please feel free to email me at, [eddy.herty@outfrontmedia.com](mailto:eddy.herty@outfrontmedia.com).

We have a staff dedicated to out-of-home best practices. We are more than willing to bounce of any ideas, regardless of how "impossible" they may seem. Just ask.



# Designing for Rail/Subway

## One Message Only

Make sure consumers know the one thing that will get them to react the way you want them to. If you need to say more, create a campaign.

## Contrast Helps

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## One Point of Contact

Try to stick to one or less. It's hard to write a phone number down, so we recommend a short url. Then again, people will just google the company name... so actually no point of contact is best.

## Short Copy Lines

Shoot for seven words or less. If that seems impossible, shoot for one really strong visual and your logo.

## Make it a Campaign

Avoid using one design. Always enhance your message and campaign with multiple designs. There's nothing worse than being bored to death by the same design that covers an entire station/platform. Keep consumers interested by showing all your brand has to offer.

