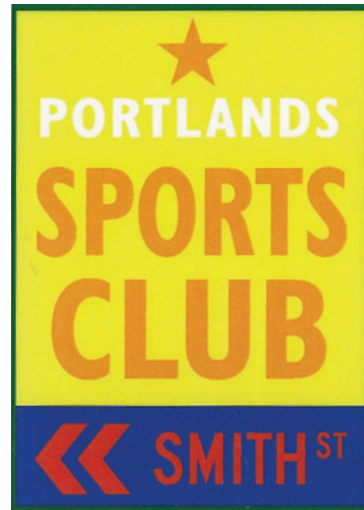


When you buy outdoor advertising, remember to keep your message concise (use only five to seven words) and make it creatively appealing to attract readership. Few words, large illustrations (or photos), bold colours and simple backgrounds will create the most effective outdoor advertising messages. People process images much faster than they process words, which means posters can be quickly and easily understood.

**Examples of Colour Combination**

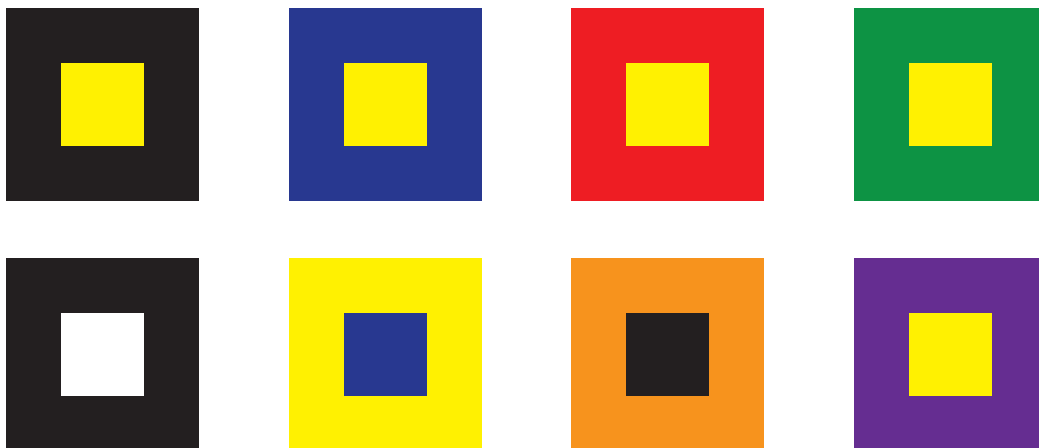


Good Colour Combination

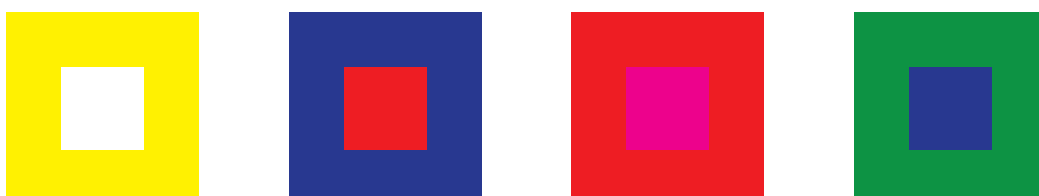


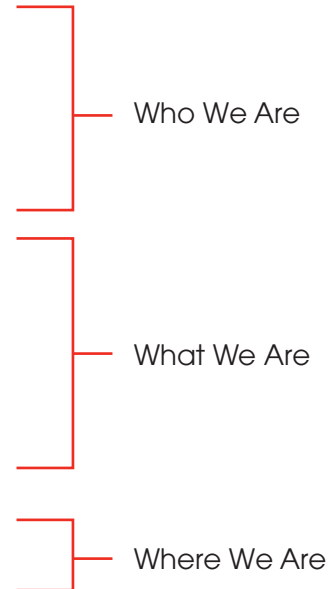
Bad Colour Combination

**Successful Combinations**



**Unsuccessful Combinations**





FONTS & ARROWS



San Serif (Block)  
Recommened



Serif  
Not Reccomended



Script  
Not Reccomended

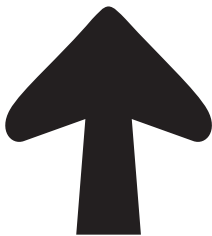


OutlineD



ropshadow

↑ More Legible Without ↑



'Mushroom' Arrow  
(Used for all vertical directions only)



Chevrons  
(Used for left & right directions except Cairns)



'Cairns' Arrow  
(Used for left and right directions for Cairns)

SMITH<sup>ST</sup>

Typical Street Name Layout  
(Hiroad Series Font)

100m

Typical Directional  
(Hiroad Series Font)

1min

Typical Directional  
(Hiroad Series Font)