Billboard Design Tips

Here are some tips if you would like to design a billboard to promote harness racing at your fair.

#1 – Keep It Simple
   A great image (ie. one 25’ image rather than five 5’ images)
   Your name/logo
   7-9 words or less

#2 – Use big, bold font
   Avoid ALL CAPS
   Thick strokes, simple style
   Large font size, minimum 18” tall, but 3’+ optimal

#3 – Use high contrasting colors
   Black on yellow/yellow on black
   Black on white/white on black
   Blue on white/white on blue
   Blue on yellow

#4 – Test your billboard
   Show your design layout to someone for 5 seconds – could they read it and do they remember it