

# 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

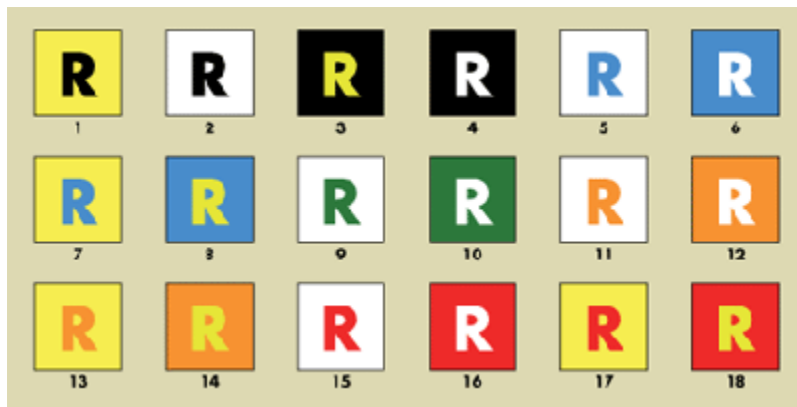
- A great image (ie. one 25' image rather than five 5' images)
- Your name/logo
- 7-9 words or less

## #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

