

Creative MAKEOVER

In Outdoor, size (and typeface) DOES matter!

Tiny adjustments can yield larger-than-life results.

This client provided high quality art for review, but there was still room for improvement.

ISSUES:

- ✗ The image has too much negative space
- ✗ Logo is too small and subtle.
- ✗ Type is not large or bold enough, and is set in all caps – the enemy of legibility!



SOLUTIONS:

- ✓ Copy was reset in upper and lower case, and made much larger
- ✓ The logo was made bigger, bolder and more prominent



Effective outdoor design requires an understanding of the outdoor medium. Outdoor is consumed differently than other types of advertising, and must be adapted for use in the out-of-home environment.

Let our experienced graphic design team help make your ad more outdoor savvy!