billboard guidelines.

because we are on a busy main road, it is important to ensure the billboard slides are readable and are not distracting to drivers. Please take the below guidelines into consideration when designing:

- Images must be static (no moving graphics or text).

- Each slide has a minimum dwell time of 30 seconds.

- No instructions to take driving action (e.g. 'take the next left turn to find us').

- There must be no imagery imitating traffic lights. Any red, green or orange colours cannot take up more than 25% of your design).

- The design should consist of no more than 10 elements. Up to 8/10 elements can be text.
  Example elements are:
  Every word used, An email address, A phone number, A picture, A symbol, A logo, A terms & conditions disclaimer, Any other individual element.

file design specs

- Billboard dimensions 480px(w) x 240px(h) (2:1 aspect ratio).

- RGB colours.

- File type jpg, png or gif.

- Maximum file size 2MB.

- The final file supplied must have the date within the name e.g. promoroomadvert_11Jul2022.

text design specs

- Main messaging: minimum 28px(h).

- Secondary messaging: minimum 14px(h).

- No more than 40 characters per line of text.

we're saving
this spot
for you
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⚠️ For more information visit www.tgmcreative.co.nz.

checklist

- ● No more than 10 elements within design
- ● Billboard dimensions are correct
- ● File colours are RGB
- ● File type is correct
- ● File size is correct
- ● File name is correct
- ● Text size and character count is correct

When you have completed the checklist and are ready to supply your billboard artwork email: mae@tgmcreative.co.nz

For more information or or for further information visit our website: **www.tgmcreative.co.nz/digital-billboard**

(06) 759 8957 | (0800) 846 337
68 Vivian Street, New Plymouth 4310
tgmcreative.co.nz | thepromoroom.co.nz
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