

# OUTDOOR GUIDELINES

## BOLD

- ☉ LARGE TYPE
- ☉ BIG ILLUSTRATION
- ☉ BRIGHT COLOR
- ☉ BIG NAME

- ☉ AMPLE SPACING
- ☉ CONTRASTING BACKGROUND
- ☉ CLEAR SILHOUETTES

## SIMPLE

- ☉ BASIC IDEA
- ☉ BRIEF COPY
- ☉ SHORT WORDS
- ☉ LEGIBLE  
TYPEFACE

↔ 21'7" ↔

↔ 9'7" ↔