



# OOOH

## GUIDELINES

GETTING THE MOST OUT OF YOUR  
OUT-OF-HOME CAMPAIGN

astral

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# OOH

## GUIDELINES

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Out-of-home is a great way to reach people when they are on their way to work, out having fun with friends and even when they are running errands. You can easily reach thousands of people a day, and get your message out into the world.

There are a few steps you can take to make sure that you get the most out of your campaign. This guide will explain some general rules that apply to all out-of-home campaigns while also delving into some of the product specific recommendations. Whether you're preparing a mural at the airport or a giant billboard downtown, we've got you covered!

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**GENERAL  
RULES TO  
LIVE BY**

The billboard features a 2x3 grid of images. The top row shows a man drinking from a Pepsi can, a close-up of a Pepsi can, and a woman with pink hair. The bottom row shows a woman holding a Pepsi can, the Pepsi logo, and a woman on a slide. The text 'LIVE FOR NOW' is overlaid on the images.

**3-5 SECONDS**

**THE TIME YOU HAVE TO GET YOUR MESSAGE ACROSS**

GENERAL  
RULES TO  
LIVE BY

FOCUS ON:  
BRAND RECOGNITION  
CALL-TO-ACTION  
LEGIBILITY



GENERAL  
RULES TO  
LIVE BY

THINK  
COLOUR

12266

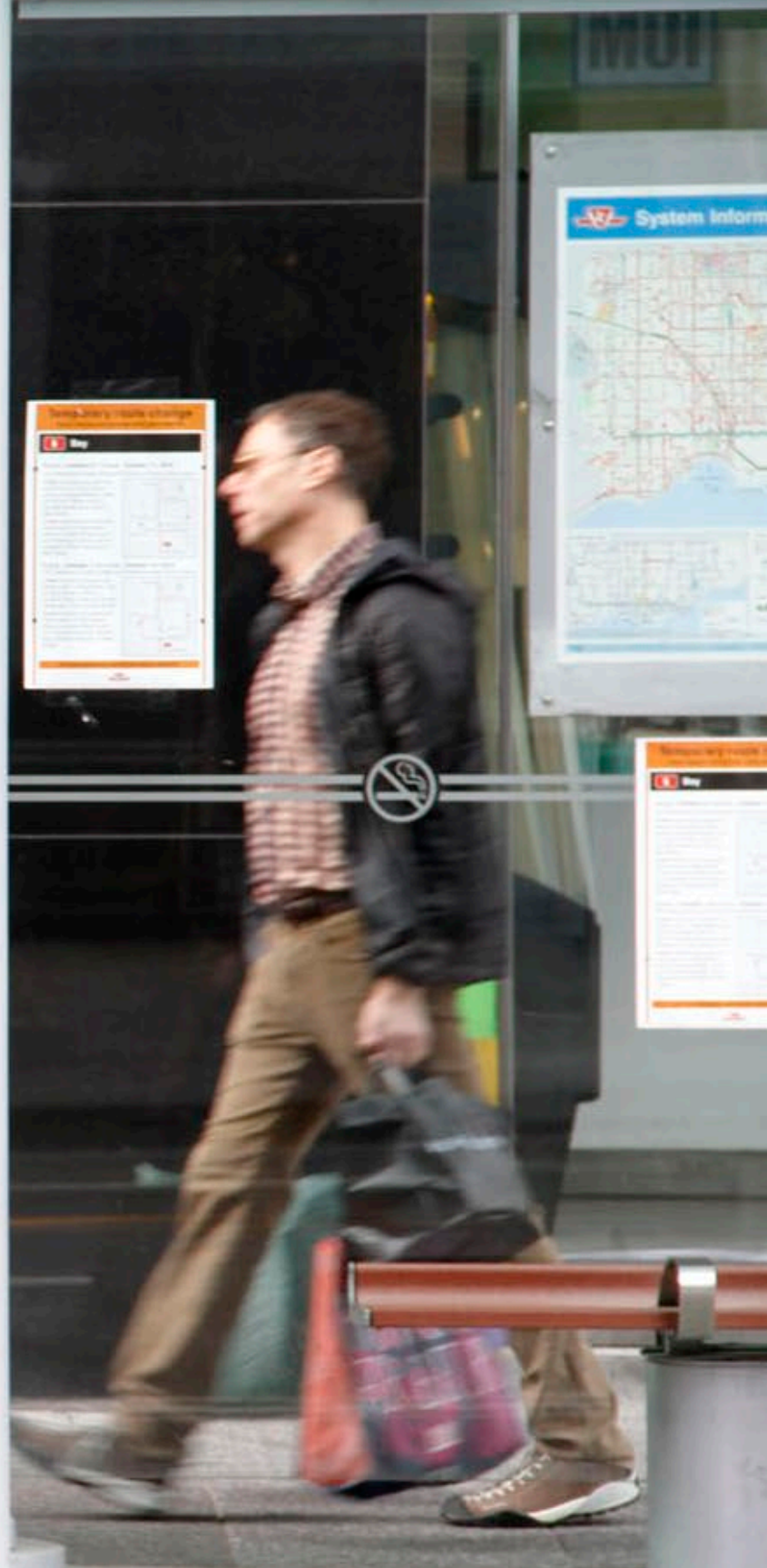
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# BIRKS

THE BIRKS SNOWFLAKE® COLLECTION  
STARTING AT \$995



BIRKS



**GENERAL  
RULES TO  
LIVE BY**

**H I G H C O N T R A S T**

**L O W C O N T R A S T**

Focus on contrasting colors. Research shows that high colour contrasts enhance legibility whereas tone on tone and certain color combinations reduce legibility.

**GENERAL  
RULES TO  
LIVE BY**



**RED AND  
GREEN OF  
THE SAME  
VALUE DO NOT  
READ WELL  
TOGETHER**



**BLUE AND  
ORANGE OF  
THE SAME  
VALUE DO NOT  
READ WELL  
TOGETHER**

GENERAL  
RULES TO  
LIVE BY



MAKE YOUR  
WORDS COUNT

GENERAL  
RULES TO  
LIVE BY

# WHAT'S THE DIFFERENCE FOR OOH?

(HINT: IT HAS TO DO WITH LEGIBILITY)

When you're trying to get your message across to your audience, you want to make it the least amount of work for the viewer as possible. Keep your typographic choices simple, clear, and easy to read, so that the audience doesn't lose interest before they've even heard your message!

Simplicity

**Hello**

*Hello*

Line thickness

**Hello**

Hello

Sans-serif vs Serif

**Hello**

Hello

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GENERAL  
RULES TO  
LIVE BY

# LIMIT HEADLINES TO 7 WORDS (OR LESS)

The simpler your creative is, the more likely you are to get your message across. If the viewer is interested, they will Google your site, there's no need to put all of your details in there. You might feel like you want to make the most of your advertising space – which is understandable – but when it comes to out-of-home, less really is more.



GENERAL  
RULES TO  
LIVE BY

Apple WATCH

ment. Selon la disponibilité.

# KEEP IT SIMPLE

If you follow the 7 word rule, this one shouldn't be too hard. The easiest way to develop a successful OOH creative is to choose **one message** and state it clearly so that the viewer can understand your ad just by looking at it.



**GENERAL  
RULES TO  
LIVE BY**

# SAFETY MARGINS

It's important to pay attention to borders and alignments; try not to include any significant element that may conflict with the panel's frame or structure. It's always a good idea to avoid borders on the edge of the creative to minimize the possibility of it looking crooked. Keeping all of the important elements within the safety margins, ensures that you won't have anything important cut off during installation.



# DYNAMIC CONTENT



LET'S GET  
DIGITAL



# DIGITAL GUIDELINES

Digital has a few key qualities: it's bright, dynamic, it's flexible and it really stands out. We have digital products in large format, at street-level, as well as underground in the subway and throughout our airports.

While all the general rules still apply for digital campaigns, there are still a few extra points to keep in mind when designing for the screen. Whether it's a large format board in Dundas Square or a video mural in the Montreal metro, there are a few steadfast digital rules that are important to keep in mind.

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LET'S GET  
DIGITAL

# USE BRIGHT COLOURS

Try to use bright, primary colours (red, yellow, blue) and strong contrasts. Contrast helps distinguish different elements on an LED screen.

Direct Energy  
CENTRE

EXHIBITION PLACE

OIKOS  
SUPERGRAINS

New

astral

06:00

LET'S GET  
DIGITAL

LES SPECTACLES MONTRÉAL

QUARTIER  
DES SPECTACLES  
MONTRÉAL

DES MILLIERS  
DE PROUESSES  
ARTISTIQUES  
À TRAVERS  
LE QUARTIER.

LE PLUS  
DE FRISSONS  
DANS 1 KM<sup>2</sup>

# THE BOLDER THE BETTER

Similarly to any out-of-home campaign, if you are using type in a digital campaign, it should ideally be large and bold. Thin text (especially on a white background) runs the risk of being blown out. Lighter colours can appear washed out as well so watch your contrast, and as always avoid decorative or overly ornate type.

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LET'S GET  
DIGITAL

RAIN IS  
JUST A FREE  
CARWASH.

Add delight.



## SIMPLE BACKGROUND

Images with a lot of detail don't generally work well for out-of-home, but it's especially important for digital. Try to use a single image/object on a plain background.

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LET'S GET  
DIGITAL

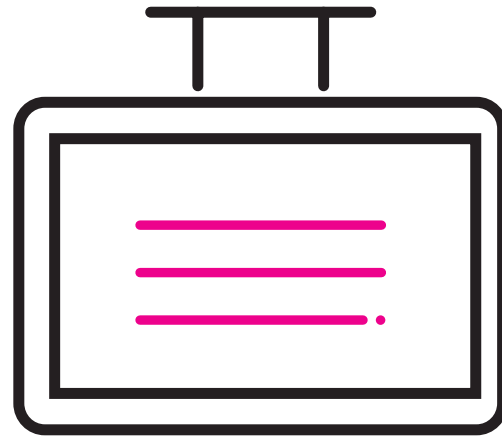
# WORDS + MOTION

When dealing with video you can say a lot more,  
but you still need to make your words count!

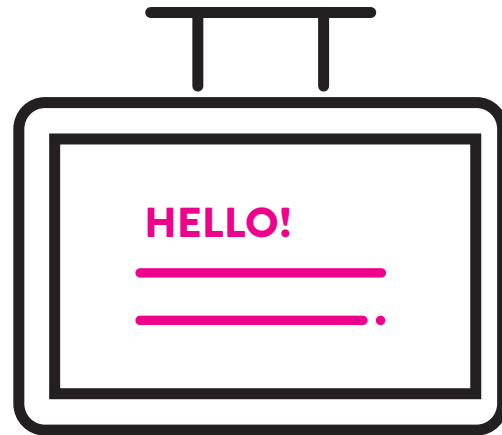
The image shows a digital display board in a subway station. The board is white with green and blue accents. At the top left, it displays the time '15:00' and the date 'MAR 09 MAI'. To the right of the time is a blue 'M' logo. Further right, there is a 'QUALITE' logo with a cloud and sun icon. At the top right, it says 'MONTMORENCY PROCHAIN DÉPART' and 'départ suivant 08 min'. On the far right, a large '03 min' is displayed. The main content of the board features a green graphic of three stylized trees on the left and the text '100% PLUS ACTIF EN TRANSPORT COLLECTIF' in large green letters on the right.



LET'S GET  
DIGITAL



- 1** SENTENCE PER SCREEN
- 3** LINES PER SENTENCE
- 5** SECONDS PER SCREEN (MINIMUM)



- TITLES - 72px +**
- BODY COPY - 36px +**

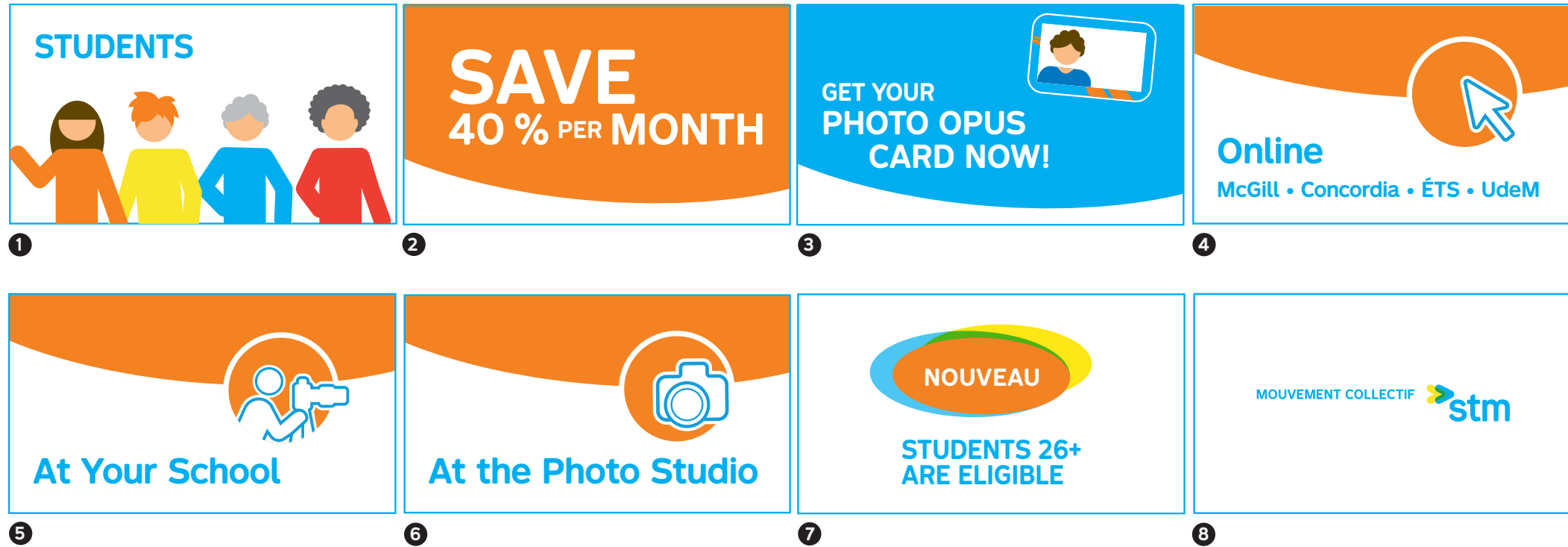
# WORDS + MOTION

If you are writing sequential sentences, try to limit them to one sentence per screen and no more than 3 lines per sentence.

Visibility depends on the product but you don't want to go below 36px for regular copy.

Titles should be larger (ideally 72px).

LET'S GET  
DIGITAL



# TELL YOUR STORY

Create a storyboard to illustrate your idea before you start so that you can visualize the way you want to get your message across.

**KEEP IT BETWEEN 4 - 10 BOARDS.**

# TAKING IT TO THE NEXT LEVEL

JOEFRESH.COM



JOEFRESH



**TSA  
INTERACTIVE**

# INTERACT

- 1.** It's important to include a clear call-to-action (for example "Click Here to Play") on touchscreen and/or surrounding artwork so that people understand right away that this TSA face can be interacted with.
- 2.** Try to find a way to integrate the touch screen into your surrounding artwork in a creative way.
- 3.** Support your concept with social media campaigns.
- 4.** The campaign should be informational, quick and ideally, fun to use.

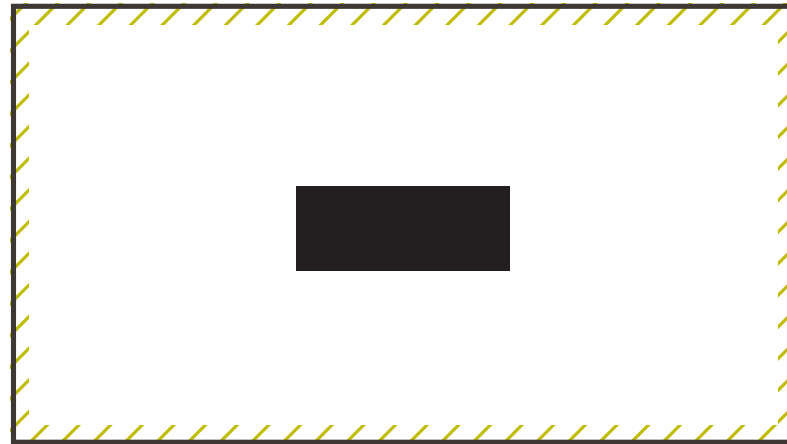
**astral**



# TSA INTERACTIVE DOs



**DO** include a call-to-action on the main static screen.

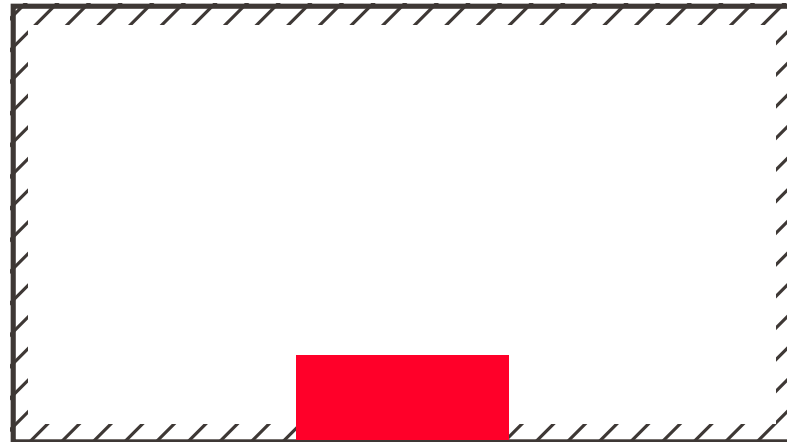


**DO** put main interactions near the centre of the screen.

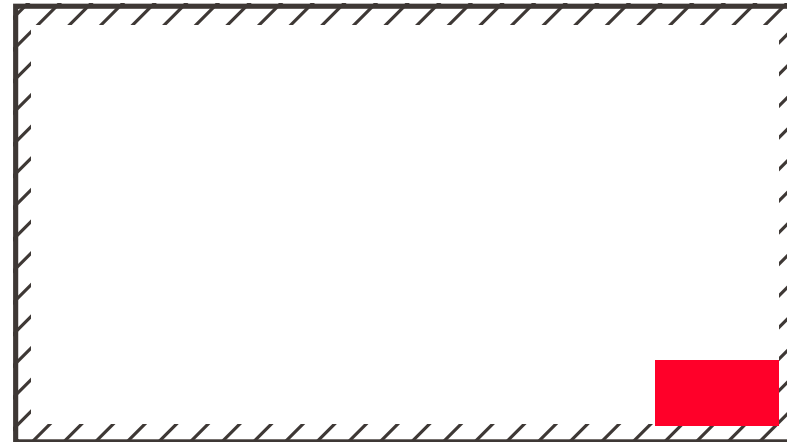


**DO** put the back button on the upper left side.

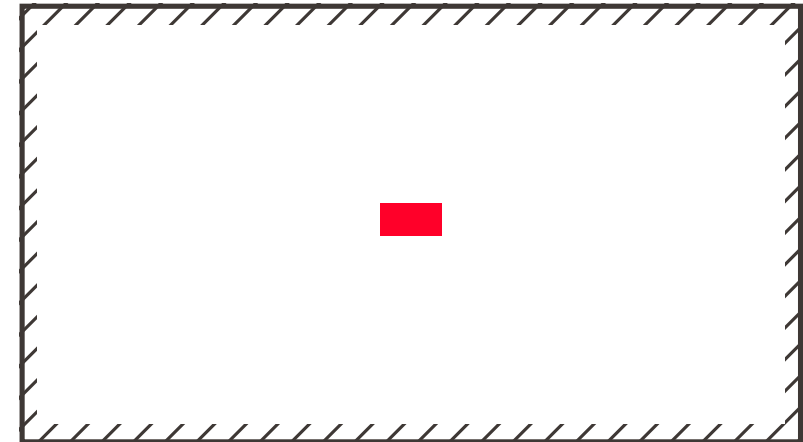
# TSA INTERACTIVE DON'Ts



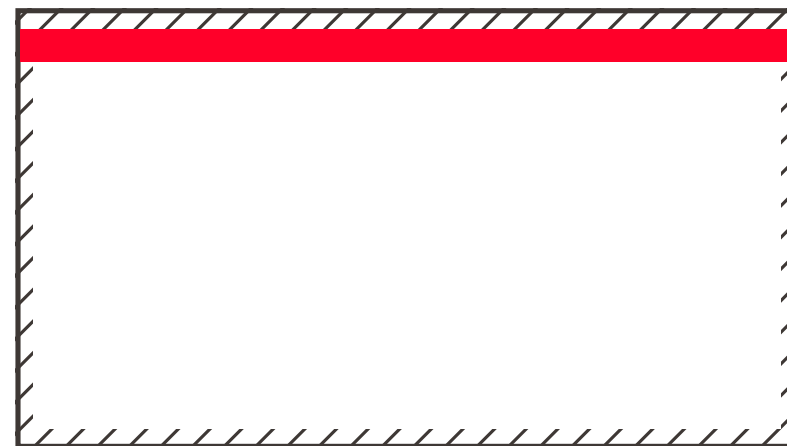
**DON'T** put interactive elements too close to the screen edge. 60px is as close as they can get.



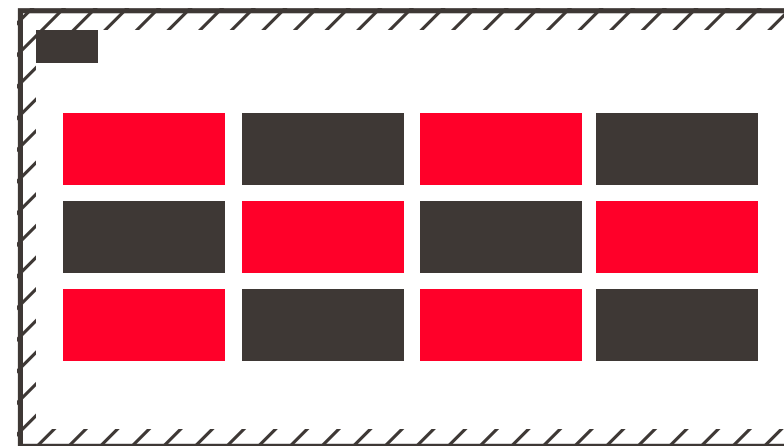
**DON'T** move the back button.



**DON'T** make interactive elements smaller than the minimum size.



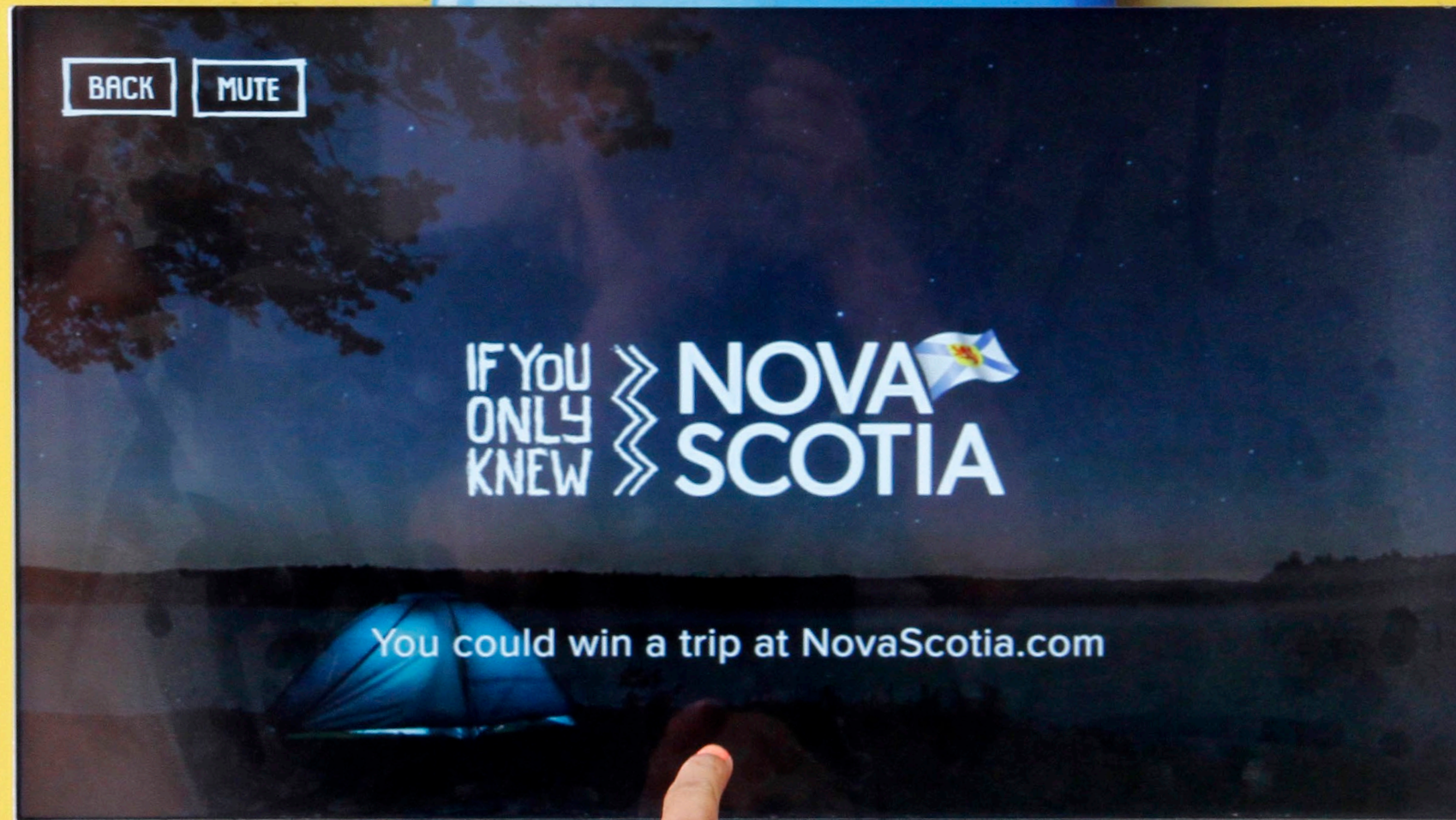
**DON'T** design the back button as a very large colour shape.



**DON'T** clutter the screen with too many elements.

TSA  
INTERACTIVE

# INTERACTIONS



## NAVIGATION BUTTONS

*eg: Back and Home Buttons*

Minimum size: **140 x 50px**

Suggested size: **160 x 60px**

## MAIN INTERACTION BUTTONS

*eg: Play Video and Enter Contest Buttons)*

Minimum size: **400px x 150px**

Suggested size: **600px x 220px**

*Max 3 Main Interaction Buttons per screen.*

## SECONDARY INTERACTION BUTTONS

Minimum Size: **300 x 80px**

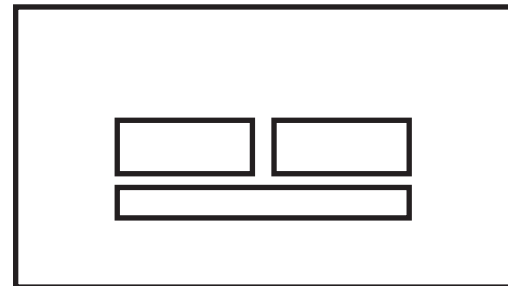


# USER INTERFACE IDEAS

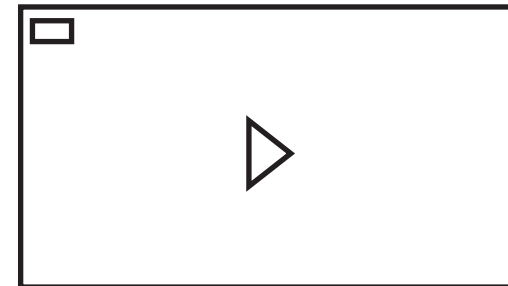
STATIC HOME PAGE



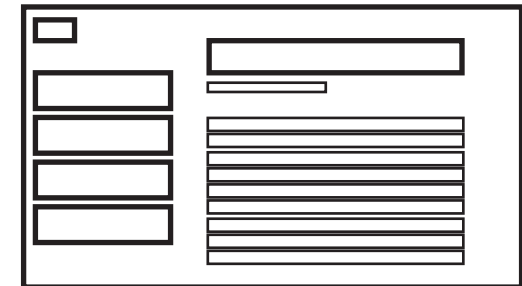
MAIN MENU



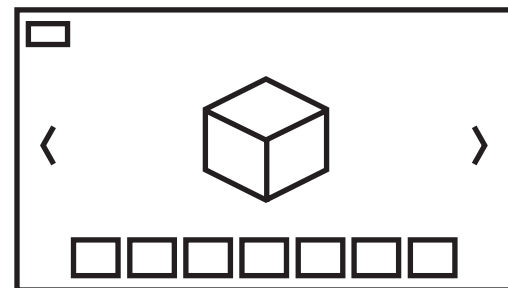
VIDEO PLAYER



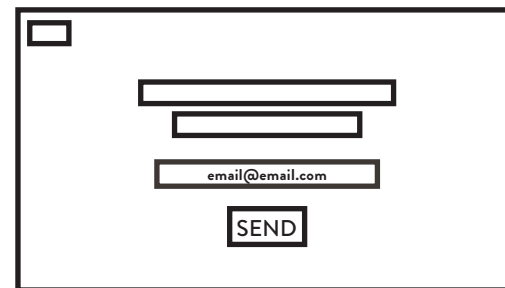
MAIN FEATURE



SPECIAL FEATURE



EMAIL CAPTURE



THANK YOU PAGE

