



**YES**

The viewer should be able to identify the advertiser's message immediately. While not always necessary to be the dominant design element, it is important that your name, logo, and/or product are easy to identify at a glance.

**NO**

SINCE 1916

**BARNES**  
ADVERTISING CORP.

Barnes Advertising's creative team is equipped with skills & years of experience. All we need from you is your company's high resolution logo & your "why?" (or reason for advertising). The best part... it's FREE! And you have the opportunity to change your creative every 60 days. Take advantage of our FREE service and let our dynamic creative team design something spectacular for your next campaign.

**Barnes Advertising Corp.**  
1580 fairview Rd.  
Zanesville, OH 43701  
740-453-6836

### Colors

High contrast colors are very important to creating a powerful and effective design. Use gradients sparingly, and avoid overwhelming the viewer with too many colors.



### Legibility

Choose fonts that are easy to read. Try to limit your verbiage to 7 words or less. Consider allowing your logo to be modified by your outdoor advertising professional for maximum legibility and impact.



### Directional

It is highly recommended that you pick one method for viewers to contact you. Including multiple methods of contact unnecessarily reduces the effectiveness of your advertisement.

