

Creative Guidelines



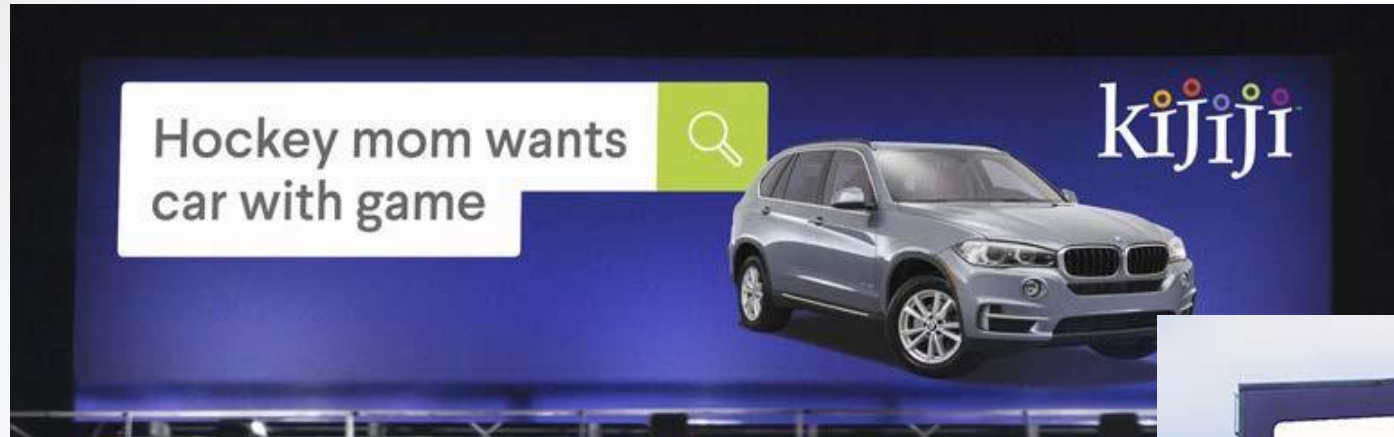
Involve the Viewer



Be Succinct & Single Minded



Simplicity & Strong Branding



Dramatic Visuals



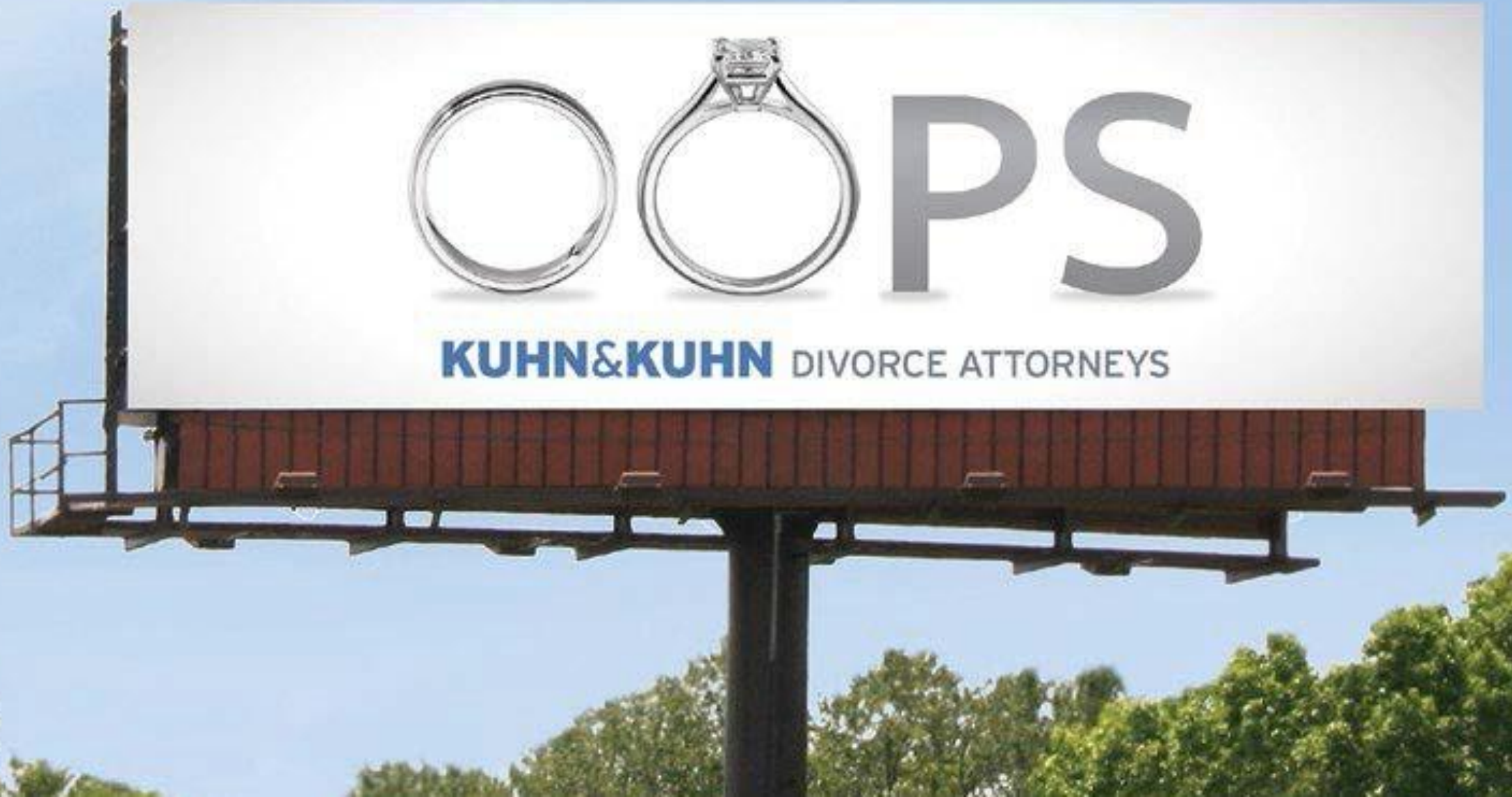
Intriguing Message



Aesthetic Designs



Humour



Type

- 📍 Letter & word spacing key to readability
- 📍 Simple style faces recommend for OOH
- 📍 Legibility



Colour Contrast

