



# ARTWORK GUIDELINES

Static & Digital Billboard Requirements

# Effective Outdoor Advertising

## Rule 1: Keep It Simple

- Use short copy - ideally a maximum of 8 words
- Avoid cluttering with too many elements

## Rule 2: Make It Legible

- Use bold, easy-to-read fonts – the further away it can be read, the longer the viewer has to read and remember it
- Keep spacing between lettering even and consistent
- Use high contrast colours

## Rule 3: Make Your Brand Clear

- Include a large logo – make sure you can read the business name!
- If your logo isn't clear, make sure your business name is written out clearly

## Rule 4: Make Your Call to Action Clear

- Make sure the call to action is clear so that your billboard campaign is successful with measurable results
- Avoid a detailed call to action in roadside environments. Phone numbers and addresses are too long to remember and audiences can't write them down while driving!
- The call to action could be one of the following:
  - Direct people to your website
  - Direct people to Google your business name or a phrase
  - Direct people to your store/location
  - Direct people to buy a product

## Tips:

- View your artwork from a distance to make sure that's it clear and legible
- If you can't say it in a few words, don't
- The best billboards are in your face, they cut to the point simply but with impact. They plant a core idea into consumers' minds and don't "over explain" their message.
- Get creative. You can make your billboard stand out with extensions

# Static Artwork Guidelines

## Set Up

- All artwork must be supplied as "Press Quality" PDF
- Please add crop marks and offset them so they appear outside the bleed area
- Colour profile must be CMYK (if you have specific Pantone colours you may send these through and we will colour-match)
- Images need to be 300 PPI at document size (in InDesign this is Effective PPI, not Actual PPI)
- File should be set up at 10% of actual size. Please see below for billboard sizes
- All fonts and strokes must be converted to outlines
- Add bleed to each edge at the full size listed below. Bleed will wrap around the edge of the billboard, text must be inside the bleed area

## Sending Artwork to goa

Email (maximum 12MBs) to [design@goa.com.au](mailto:design@goa.com.au) or via online file transfer website.

## Proofing

You will receive an e-proof via email for your final approval prior to print.

## Delivering Skins to goa

If you are printing the skin yourself, please organise delivery to goa HQ:

143 Abbotsford Road, Bowen Hills QLD 4006

NOTE: Please ring the bell at the delivery door.

## Static Artwork Size Requirements

Billboard Type	Actual Billboard Size (100%)	Required Artwork Size (10%)	Bleed	Artwork Size With Bleed	File Type
<b>6 x 3</b>					
Pocket	6000mm x 3000mm	600mm x 300mm	20mm	640mm x 340mm	PDF
Rope (Kedar)	5920mm x 2920mm	592mm x 292mm	1mm	594mm x 294mm	PDF
<b>SUPERSITE</b>					
Pocket	12660mm x 3350mm	1266mm x 335mm	20mm	1306mm x 375mm	PDF
Rope (Kedar)	12515mm x 3270mm	1251.5mm x 327mm	1mm	1253.5mm x 329mm	PDF
<b>SPECTACULAR</b>					
Pocket	18000mm x 6000mm	1800mm x 600mm	20mm	1840mm x 640mm	PDF
Rope (Kedar)	19430mm x 7930mm	1943mm x 790mm	1mm	1945mm x 792mm	PDF
<b>MINI</b>					
Rope (Kedar)	3000mm x 1500mm	298mm x 148mm	1mm	300mm x 150mm	PDF

# Digital Artwork Guidelines

## Set Up

- All artwork must be supplied as JPEG, in the highest possible quality.
- Colour profile must be RGB.
- Images need to be 72 PPI at document size (in InDesign this is Effective PPI, not Actual PPI).
- No bleed is required on digital artwork.
- The file must not exceed 500kb once exported.
- If images are higher than 72 PPI, they may need to be rasterized to avoid pixelation.

## Deadline

All digital artwork is due by 5pm the Thursday prior to display commencement.

## File Naming

Please include the size of your file in the name (eg. client\_campaign\_768x384). Please do not include any symbols in the file name other than parentheses (standard brackets), underscores or dashes.

## Sending Artwork to goa

Email (Maximum 12MBs) to

**design@goa.com.au** or via online file transfer website.

## Digital Artwork Size Requirements

Billboard Type	Orientation	Required Artwork Size (W X H)	File Type
6m x 3m	Landscape	768px x 384px	JPEG
4m x 5m	Portrait	312px x 390px	JPEG
ICONIC™	Portrait	648px x 768px	JPEG
VALLEY ICONIC™	Landscape	<a href="#">Visit our website for template</a>	JPEG

# Digital Sites: THE goa GRID™

Site Number	Location	Suburb	Orientation	Art Specs (W x H)
<b>6m x 3m</b>				
4006 0011	Bowen Bridge Road (Cnr O'Connell Terrace) (Inbound)	Herston	Landscape	768px x 384px
4006 0027	143 Abbotsford Road	Bowen Hills	Landscape	768px x 384px
4006 0030	Bowen Bridge Road (Cnr O'Connell Terrace) (Outbound)	Herston	Landscape	768px x 384px
4006 0032	Inner City Bypass	Bowen Hills	Landscape	768px x 384px
4011 0002	Cnr Sandgate and Junction Roads	Clayfield	Landscape	768px x 384px
4051 0004	Cnr Samford Road and Wardell Street	Enoggera	Landscape	768px x 384px
4102 0005	222 Ipswich Road	Woollongabba	Landscape	768px x 384px
4103 0004	548 Ipswich Road	Annerley	Landscape	768px x 384px
4105 0004	Beaudesert Road (Outbound)	Moorooka	Landscape	768px x 384px
4105 0005	Beaudesert Road (Inbound)	Moorooka	Landscape	768px x 384px
4120 0004	Logan Road	Greenslopes	Landscape	768px x 384px
4006 0028	276 Barry Parade (Inbound)	Fortitude Valley	Landscape	768px x 384px
4006 0029	276 Barry Parade (Outbound)	Fortitude Valley	Landscape	768px x 384px
4169 0001	289 Shafston Avenue (Cnr Wellington Rd)	Kangaroo Point	Landscape	768px x 384px
4031 0001	Gympie Road (Bruce Highway)	Kedron	Landscape	768px x 384px
4101 0009	193 Melbourne Street	West End	Landscape	768px x 384px
4101 0010	Annerley Road (Cnr Stanley Street)	South Brisbane	Landscape	768px x 384px
4122 0008	1644 Logan Road (Outbound)	Mt Gravatt East	Landscape	768px x 384px
4011 0002	Cnr Sandgate And Junction Roads	Clayfield	Landscape	768px x 384px
<b>4m x 5m</b>				
4030 0006	Lutwyche Road (Outbound)	Lutwyche	Portrait	312px x 390px
4101 0007	22 Gladstone Road (Inbound)	Highgate Hill	Portrait	312px x 390px
4101 0008	22 Gladstone Road (Outbound)	Highgate Hill	Portrait	312px x 390px
4122 0004	2433 Logan Road (Outbound)	Upper Mt Gravatt	Portrait	312px x 390px
4122 0005	2433 Logan Road (Inbound)	Upper Mt Gravatt	Portrait	312px x 390px
4102 0007	Cnr Deshon and Logan Rd	Woolloongabba	Portrait	312px x 390px
4170 0005	Wynnum Road (cnr Container Street)	Cannon Hill	Portrait	312px x 390px
4053 0002	434 Stafford Road (Outbound)	Stafford	Portrait	312px x 390px
4053 0003	434 Stafford Road (Inbound)	Stafford	Portrait	312px x 390px
4102 0008	252 Logan Road (Inbound)	Woolloongabba	Portrait	312px x 390px
4102 0009	252 Logan Road (Outbound)	Woolloongabba	Portrait	312px x 390px

# Digital Sites: THE ICONIC SERIES™

Site Number	Location	Suburb	Orientation	Art Specs (W X H)
<b>ICONIC™</b>				
4064 0003	315 Milton Road (Inbound)	Milton	Portrait	648px x 768px
4064 0004	315 Milton Road (Outbound)	Milton	Portrait	648px x 768px
4066 0011	Coronation Drive	Toowoong	Portrait	648px x 768px
4006 0013	Ann Street (Cnr Chester Street)	Fortitude Valley	Portrait	648px x 768px
4006 0022	Abbotsford Road	Bowen Hills	Portrait	648px x 768px
4215 0006	501 Olsen Ave (Outbound)	Southport, GC	Portrait	648px x 768px
4215 0007	501 Olsen Ave (Inbound)	Southport, GC	Portrait	648px x 768px
4011 0010	764 Sandgate Road	Clayfield	Portrait	648px x 768px
4105 0007	1145 Ipswich Road (Outbound)	Moorooka	Portrait	648px x 768px
4106 0006	1145 Ipswich Road (Inbound)	Moorooka	Portrait	648px x 768px
4000 0025	201 Leichhardt Street (Cnr Henry Street)	Spring Hill	Portrait	648px x 768px
<b>VALLEY ICONIC™</b>				
4006 0034	148 Brunswick Street	Fortitude Valley	Landscape	3096px x 432px