



# 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)
- All fonts and strokes must be converted to outlines
- Graphics must go to bleed edge. Bleed will wrap around the edge of the billboard
- Text must be inside the artwork visible area (see website for example)

## 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 2pm 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](mailto: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      |
| EATONS HILL ICONIC™             | Landscape   | 1344px x 432px                                 | JPEG      |
| VALLEY ICONIC™                  | Landscape   | <a href="#">Visit our website for template</a> | JPEG      |
| 3142 SURFERS PARADISE BOULEVARD | Portrait    | 432px x 864px                                  | JPEG      |

### \*Please Note: For Third Party Verification Services

ICONIC™ artwork (648 x 768px) requires a 52px (H) strip of solid colour at the base of the artwork. This determines the colour that will be used to illuminate the base of the structure at night and will not be visible on the digital screen. Please see example below.



# Digital Sites: Landscape

| SITE #                     | LOCATION   | SUBURB           | WIDTH (PX)        | HEIGHT (PX)                                |
|----------------------------|--|------------------|-------------------|--|
| <b>6 x 3m</b>              |  |                  |                   |  |
| 4006 0011                  | Bowen Bridge Road (Cnr O'Connell Terrace - Inbound)  | Herston          | 768px             | 384px                                      |
| 4006 0027                  | 143 Abbotsford Road                                  | Bowen Hills      | 768px             | 384px                                      |
| 4006 0030                  | Bowen Bridge Road (Cnr O'Connell Terrace - Outbound) | Herston          | 768px             | 384px                                      |
| 4006 0032                  | Inner City Bypass                                    | Bowen Hills      | 768px             | 384px                                      |
| 4011 0002                  | Cnr Sandgate and Junction Roads (Outbound)           | Clayfield        | 768px             | 384px                                      |
| 4011 0011                  | 787 Sandgate Road (Inbound)                          | Clayfield        | 768px             | 384px                                      |
| 4102 0005                  | 222 Ipswich Road                                     | Woollongabba     | 768px             | 384px                                      |
| 4103 0004                  | 548 Ipswich Road                                     | Annerley         | 768px             | 384px                                      |
| 4105 0004                  | Beaudesert Road (Outbound)                           | Moorooka         | 768px             | 384px                                      |
| 4105 0005                  | Beaudesert Road (Inbound)                            | Moorooka         | 768px             | 384px                                      |
| 4120 0004                  | Logan Road   | Greenslopes      | 768px             | 384px                                      |
| 4006 0028                  | 276 Barry Parade (Inbound)                           | Fortitude Valley | 768px             | 384px                                      |
| 4006 0029                  | 276 Barry Parade (Outbound)                          | Fortitude Valley | 768px             | 384px                                      |
| 4169 0001                  | 289 Shafston Avenue (Cnr Wellington Rd)              | Kangaroo Point   | 768px             | 384px                                      |
| 4031 0001                  | Gympie Road (Bruce Highway)                          | Kedron           | 768px             | 384px                                      |
| 4101 0009                  | 193 Melbourne Street                                 | West End         | 768px             | 384px                                      |
| 4101 0010                  | Annerley Road (Cnr Stanley Street)                   | South Brisbane   | 768px             | 384px                                      |
| 4122 0008                  | 1644 Logan Road (Outbound)                           | Mt Gravatt East  | 768px             | 384px                                      |
| 4051 0004                  | Cnr Samford Road and Wardell Street (Outbound)       | Enoggera         | 768px             | 384px                                      |
| 4051 0005                  | Samford Rd (Cnr Wardell St - Inbound)                | Enoggera         | 768px             | 384px                                      |
| 4122 0003                  | Mt Gravatt - Capalaba Road                           | Mt Gravatt       | 768px             | 384px                                      |
| 4220 0009                  | Southport-Burleigh Road (Inbound)                    | Burleigh Waters  | 768px             | 384px                                      |
| 4220 0010                  | Southport-Burleigh Road (Outbound)                   | Burleigh Waters  | 768px             | 384px                                      |
| 4006 0018                  | Breakfast Creek Road                                 | Newstead         | 768px             | 384px                                      |
| 4500 0006                  | 1 Linkfield Road (Outbound)                          | Brendale         | 768px             | 384px                                      |
| 4500 0005                  | 1 Linkfield Road (Inbound)                           | Brendale         | 768px             | 384px                                      |
| <b>VALLEY ICONIC™</b>      |  |                  |                   |  |
| 4006 0034                  | 148 Brunswick Street                                 | Fortitude Valley | Safe areas apply. | <a href="#">Download the template here</a> |
| <b>EATONS HILL ICONIC™</b> |  |                  |                   |  |
| 4037 0002                  | 656 South Pine Road                                  | Eatons Hill      | 1344px            | 432px                                      |

# Digital Sites: Portrait

| SITE #         | LOCATION   | SUBURB                | WIDTH (PX) | HEIGHT (PX) |
|----------------|--|-----------------------|------------|-------------|
| <b>4 x 5m</b>  |  |                       |            |             |
| 4030 0006      | Lutwyche Road (Outbound)                             | Lutwyche              | 312px      | 390px       |
| 4101 0007      | 22 Gladstone Road (Inbound)                          | Highgate Hill         | 312px      | 390px       |
| 4101 0008      | 22 Gladstone Road (Outbound)                         | Highgate Hill         | 312px      | 390px       |
| 4122 0004      | 2433 Logan Road (Outbound)                           | Upper Mt Gravatt      | 312px      | 390px       |
| 4122 0005      | 2433 Logan Road (Inbound)                            | Upper Mt Gravatt      | 312px      | 390px       |
| 4102 0007      | Cnr Deshon and Logan Rd                              | Woolloongabba         | 312px      | 390px       |
| 4170 0005      | Wynnum Road (cnr Container Street)                   | Cannon Hill           | 312px      | 390px       |
| 4053 0002      | 434 Stafford Road (Outbound)                         | Stafford              | 312px      | 390px       |
| 4053 0003      | 434 Stafford Road (Inbound)                          | Stafford              | 312px      | 390px       |
| 4102 0008      | 252 Logan Road (Inbound)                             | Woolloongabba         | 312px      | 390px       |
| 4102 0009      | 252 Logan Road (Outbound)                            | Woolloongabba         | 312px      | 390px       |
| 4118 0006      | Grand Plaza Drive                                    | Browns Plains         | 312px      | 390px       |
| <b>3 x 6m</b>  |  |                       |            |             |
| 4217 0006      | 3142 Surfers Paradise Boulevard (Inbound)            | Surfers Paradise      | 432px      | 864px       |
| 4030 0006      | Lutwyche Road (Outbound)                             | Surfers Paradise      | 312px      | 390px       |
| <b>ICONIC™</b> |  |                       |            |             |
| 4064 0003      | 315 Milton Road (Inbound)                            | Milton                | 648px      | 768px       |
| 4064 0004      | 315 Milton Road (Outbound)                           | Milton                | 648px      | 768px       |
| 4066 0011      | Coronation Drive                                     | Toowoong              | 648px      | 768px       |
| 4006 0013      | Ann Street (Cnr Chester Street)                      | Fortitude Valley      | 648px      | 768px       |
| 4006 0022      | Abbotsford Road                                      | Bowen Hills           | 648px      | 768px       |
| 4215 0006      | 501 Olsen Ave (Outbound)                             | Southport - GC        | 648px      | 768px       |
| 4215 0007      | 501 Olsen Ave (Inbound)                              | Southport - GC        | 648px      | 768px       |
| 4011 0010      | 764 Sandgate Road                                    | Clayfield             | 648px      | 768px       |
| 4105 0006      | 1145 Ipswich Road (Outbound)                         | Moorooka              | 648px      | 768px       |
| 4105 0007      | 1145 Ipswich Road (Inbound)                          | Moorooka              | 648px      | 768px       |
| 4000 0025      | 201 Leichhardt Street (Cnr Henry Street)             | Spring Hill           | 648px      | 768px       |
| 4104 0002      | 429 Fairfield Road (Outbound)                        | Yeronga               | 648px      | 768px       |
| 4217 0003      | Cnr Gold Coast Highway and Cypress Avenue (Inbound)  | Surfers Paradise - GC | 648px      | 768px       |
| 4217 0004      | Cnr Gold Coast Highway and Cypress Avenue (Outbound) | Surfers Paradise - GC | 648px      | 768px       |