

# Ultimate OOH Design Checklist

Pass the 6-Second Test Before You submit your design to publishers.



## PART 1: The "High-Speed" Test (Billboards & Roadside)

- ☐ **The 7-Word Rule:** Is the main headline 7 words or less?
- ☐ **The Arm's Length Test:** Print the design on a standard business card. Can you read the headline while holding it at arm's length?
- ☐ **High Contrast:** Are you using opposing colors (e.g., Black on Yellow)? Avoid white text on light backgrounds.
- ☐ **No "Squinting" Details:** Have you removed all bullet points and fine print?
- ☐ **The "Drive-By" Contact:** Is the contact method easy to memorize? (e.g., "Exit 4" or "Search: BrandName", NOT a 10-digit phone number).



## PART 2: The "Captive Audience" Test (Indoor & Transit)

- ☐ **The Hook:** Is the headline big enough to grab attention instantly?
- ☐ **Hierarchy:** Is there a clear path for the eye? (Headline -> Image -> Details).
- ☐ **The Digital Bridge:** Is there a QR code or easy URL?
- ☐ **QR Code Size:** Is the QR code large enough to be scanned from 3 feet away?
- ☐ **Detail Check:** Since viewers are close up, are the images high-resolution (300 DPI) and crisp?



## PART 3: The Conversion & Tech Check



- ☐ **Tracking Mechanism:** How will you know it worked? (Vanity URL, specific promo code, or dedicated phone number).
- ☐ **Spell Check:** Physical typos are expensive to fix. Read it backwards to catch errors.
- ☐ **Bleed & Safety:** Does the design extend to the bleed lines? Is text within the "safe area" so it doesn't get cut off by the frame?
- ☐ **Color Mode:** Is the file set to CMYK color mode (for print) rather than RGB (for screens)?  
Note: Digital billboards use RGB.