

stудиó

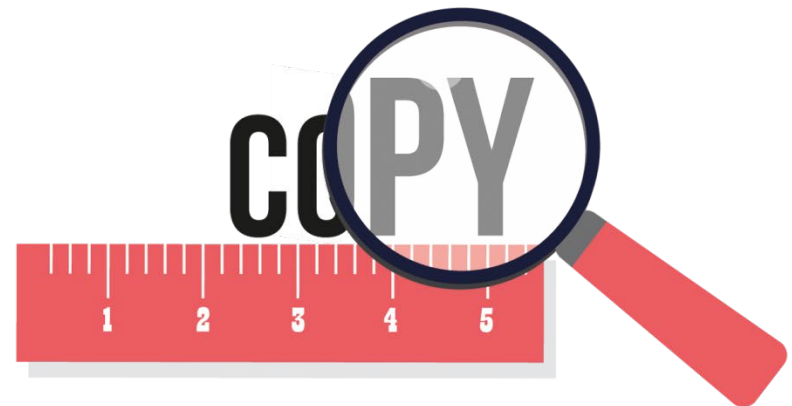
creatività Out Of Home

Vivid



READABILITY

Software that calculates the readability of all the text in the billboard based on sight distance, considering for each element the font size, graphic style and colour balance with the background. Guided user sessions are available by appointment.



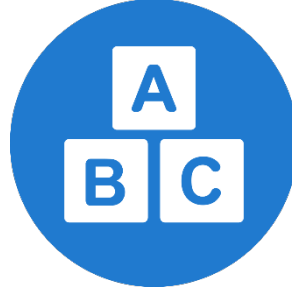
8 GUIDELINES

1.



Simplicity

2.



Summary

3.



Decision

4.



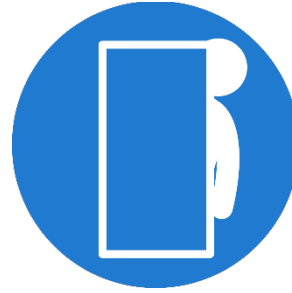
Readability

5.



Colour Balance

6.



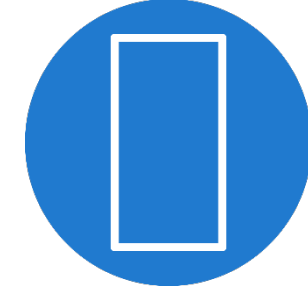
Clear ratio
Subject-Background

7.

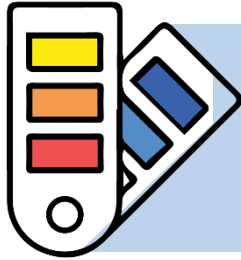


Big Ideas

8.

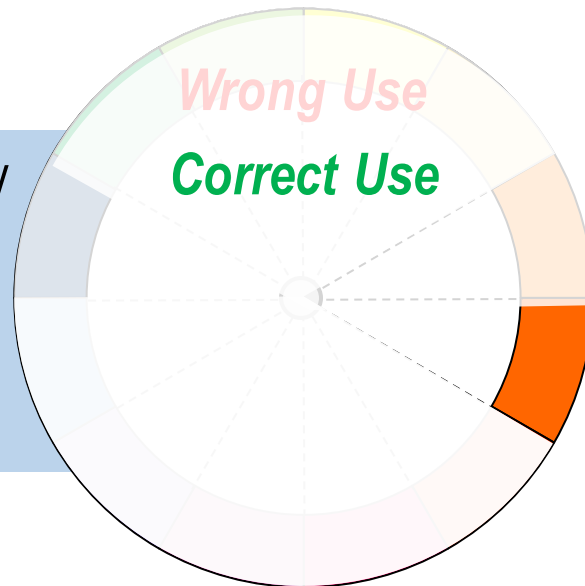


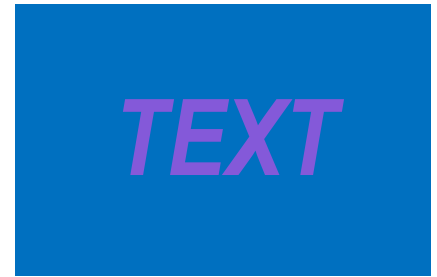
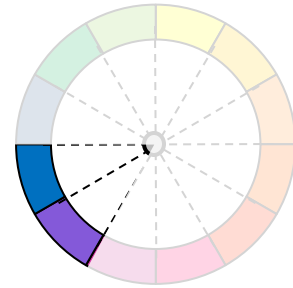
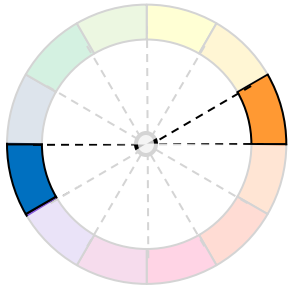
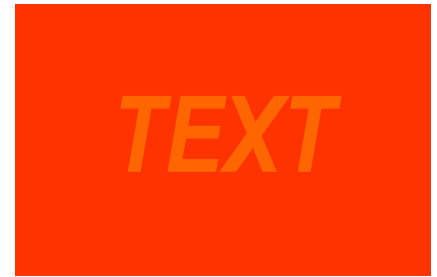
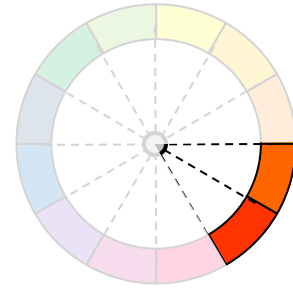
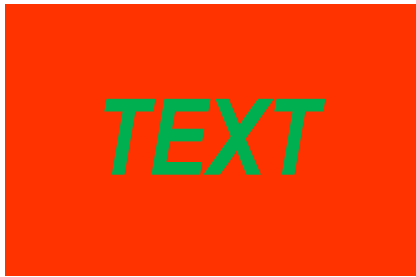
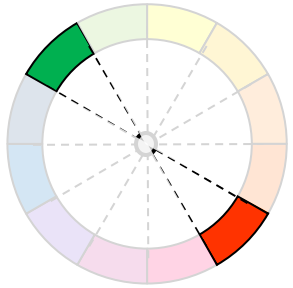
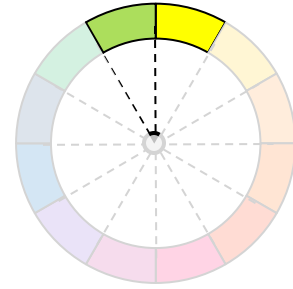
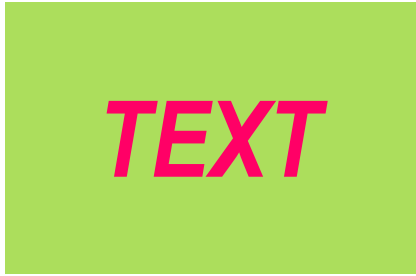
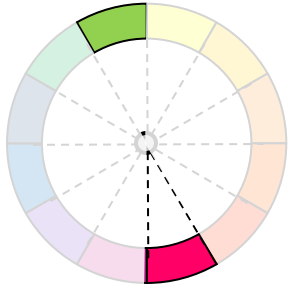
Limit
Awareness

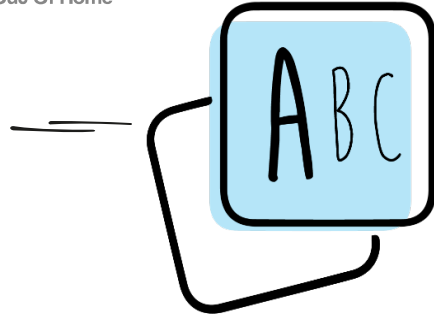


Strong contrast grants higher readability especially at long distance

The **Cromathic Disk** allows easy and immediate visualisation of a colour and its complementars, in order to get **correct** and **harmonious matches**.







The billboard font strongly impact on readability and condition the end-message decodification.

TYPE

Prefer **sans serif** fonts rather than serif ones.

SANS SERIF



Serif



THICKNESS

Prefer **bold** fonts rather than light ones.

Font bold



Font light



SPACE

Letters must be well spaced, clean and easy to identify.

CORRECT SPACING



NOTCORRECTSPACING



CONTACTS



To access the full brochure please contact your direct salesman.



If you are a new client please send an email to servizioclienti@igpdecaux.it



Use the object «VIVID» Specifying your Name, Surname, Company and Legal Head Office.