

ADMINISTRATION MEMORANDUM
14-13

DATE: June 2, 2014

TO: Honorable Mayor Joyce Downing and City Council Members

FROM: John Pick, City Manager *JP*
Debbie Tuttle, Economic Development Manager *DT*
Jason Rogers, Communications Manager *JR*

SUBJECT: Digital Advertising Billboard Signage (DABS) Program

BACKGROUND: Last year the city entered into a license agreement with Mile High Outdoor Advertising (MHO) for the electronic billboard sign located west of I-25, just south of 104th Avenue (**Attachment A**). As part of this agreement the city was given access to 30% of the advertising time on the sign for civic purposes. Currently, all of that time is being used to promote city events and initiatives.

The Digital Advertising Billboard Signage (DABS) program is designed to divide that 30% into eight slots of time. Two would be used by the Communications Division to advertise specific civic and city-related activities and events, while the other six would be used as an economic development tool to market and promote Northglenn businesses.

OBJECTIVE: The DABS program has been developed to offer Northglenn businesses affordable advertising opportunities to market and promote their business on the MHO digital billboard sign. The proposed program would allow advertising for six (6) Northglenn businesses monthly or seventy-two (72) annually. MHO sells slots of similar frequency for \$3,000 per month on the open market. The program is designed to provide accessibility and advertising opportunities to small businesses in Northglenn that may not be able to afford the full market rate. The funding model has been designed to be affordable for small businesses to advertise, and to provide a revenue stream to off-set all the program administration costs and staff-related time for both the City and MHO.

VALUE & FUNDING MODEL: Staff worked with MHO staff to research the market-based value for a business to advertise for one-month on the billboard; determine an “affordable” threshold that Northglenn businesses would be willing to pay; and determine estimated costs involved in administering the program by both the MHO and/or city staff.

The proposed DABS program is described below:

1. A check payable to the City of Northglenn in the amount of \$450 will accompany the application, which will be submitted directly to MHO. This application fee will cover the administration costs to process and implement the advertising on the billboard. Once the application has been approved, the check will be forwarded by MHO to the city.
2. MHO will receive a flat \$450 fee per month in order to administer the scheduling, review graphic quality standards, accept application and payment, and upload and monitor the advertisement(s).

3. The city economic development staff will be responsible for promoting the program to Northglenn businesses, and the internal coordination, tracking and administration of the program.
4. The estimated costs for administering the DABS program consists of allocated advertising time dedicated to Northglenn businesses. Because this is a start-up program, there may be changes as we implement the program. The program and related fees will be evaluated at the end of 2014.

PROGRAM DESCRIPTION: There are six (6) advertising spots available monthly for qualified Northglenn businesses. Each spot is displayed for eight (8) seconds, approximately every other minute – for a total of roughly 600 spots distributed evenly per 24 hours per business. The priority of businesses displayed each month will be on a first come-first serve basis. Businesses must have a current Northglenn business license; be in good standing with the city and state; submit a completed application with approved graphics and payment to secure a place in line to advertise on the billboard.

Attached to this memorandum are the Program Overview and Guidelines (Attachment B), Application (Attachment C), Fact (FAQ) sheet (Attachment D), and Graphic Design requirements (Attachment E) which outlines the program.

TIMING & BUDGET IMPLICATIONS: If Council agrees to move forward, we will implement the DABS sign program immediately. This is a revenue neutral/positive program. The only expenditure will be to MHO monthly for \$450 to administer. However, economic development staff time to market, coordinate and administrator the program will be necessary.

If all six business advertisement slots are filled monthly at \$450, the revenue generated (minus the monthly MHO expense of \$450) would be \$2,250 monthly or \$27,000 annually.

STAFF RECOMMENDATIONS: If Council agrees, it is staff's recommendation that the DABS program be implemented by July 1, 2014. After evaluation of the program's effectiveness, interest from the business community, and the revenue stream generated from the DABS program, it is staff's goal to create an additional revenue stream that can help fund future business-related marketing programs.

STAFF REFERENCES: If you have any comments or questions, please contact Debbie Tuttle at dtuttle@northglenn.org, or Jason Rogers at jrogers@northglenn.org with any questions.

SIGN AGREEMENT

THIS SIGN AGREEMENT (the "Agreement") is made and executed this 20th day of May, 2013, (the "Effective Date") by and between the CITY OF NORTHGLENN, a Colorado Home Rule Municipality (the "City") and COLORADO OUTDOOR, INC., a Delaware Corporation d/b/a MILE HIGH OUTDOOR ADVERTISING 9250 E. Costilla Ave., Suite 120, Greenwood Village, CO 80112 ("Mile High") (individually a "Party" or collectively the "Parties").

WITNESSETH

WHEREAS, Mile High desires to construct a new Sign at 10300 N. Bannock, visible to I-25 traffic, with an electronic light emitting diode ("LED") format (the "Proposed Sign"), which is now permissible as the City has amended its Zoning Ordinance to permit the Proposed Sign; for which the location is shown on the map attached as **Exhibit A** (the "Location"); and

WHEREAS, the Parties desire to set forth the terms under which the Proposed Sign will be operated.

NOW, THEREFORE, in consideration of the performance of the mutual covenants and promises set forth herein, the receipt and adequacy of which are hereby acknowledged, the Parties agree as follows.

I. PROPOSED SIGN SPECIFICATIONS

The Proposed Sign shall be a monopole sign with decorative stucco wrap. The pole wrap shall match the 112th Avenue flyover bridge. The Proposed Sign shall also substantially comply with specifications in the attached **Exhibit B**.

In connection with repair and maintenance of the Proposed Sign, Mile High may replace one or both of the LED sign faces on the Proposed Sign with a substantially similar LED sign face to the corresponding face specified in **Exhibit B** or a different LED sign face approved in writing by the City.

II. ANNUAL FEE

Annually, Mile High shall pay to the City a sign fee of Ten Thousand Dollars (\$10,000.00) for so long as Mile High operates the Proposed Sign on the Location (the "Sign Fee"). The first annual payment shall be due within thirty (30) days after the completion of construction of the Proposed Sign and, in any event, before the Proposed Sign is put into regular operation (that is, operation other than testing).

III. CIVIC USE OF SIGN

For so long as Mile High operates the Proposed Sign, Mile High shall provide the City with thirty percent (30%) of the allotted time on the Proposed Sign, at no cost, or equal amount of allotted advertising space on other Mile High digital or static billboard signs in or near the City area, if the City desires. The City may place any messages it desires in this advertising spot; provided the messages do not violate applicable laws, Sign Lease Agreement between Mile High and Northglenn Greens Holdings, LLC (executed by Mile High on May 1, 2012 and by Northglenn Greens Holdings, LLC on April 26, 2012). Mile High represents that there are no agreements binding on Mile High provided that Mile High shall not enter into any future agreements that limit the City's right to display messages on the Proposed Sign without the City's written approval. The City may allow third-parties to use the City's advertising spot, including local Northglenn businesses, and the City may charge a fee to the third-parties. Mile High shall not charge the City or the third-party for third-party use of the City's advertising spot.

Mile High and the City will coordinate to schedule civic use. Should the City not provide Mile High with content to run on its 30% of time allotted, Mile High may schedule said content space at its own discretion.

IV. ABANDONMENT AND REDUCTION

Except as otherwise provided in this Article IV, if Mile High ceases to operate the Proposed Sign for any reason, including without limitation, failure of the Proposed Sign to function, for more than one hundred eighty (180) continuous days, or 270 days in the aggregate during any five (5) year period, Mile High shall be in breach of this Agreement.

In the event that one or both LED sign faces is indefinitely obstructed from public view from Interstate Highway 25, the volume of traffic on Interstate Highway 25 in the viewing area of the sign is substantially and indefinitely diminished, Mile High's lease of the property on which the sign is located expires or is terminated, any governmental authority determines that the Proposed Sign or elements of the Proposed Sign are unlawful, or in Mile High's reasonable determination it is otherwise no longer economical for Mile High to operate the Proposed Sign as it then exists, Mile High shall remove the Proposed Sign in its entirety.

V. INDEMNIFICATION

Mile High agrees to indemnify and hold harmless the City and its officers, insurers, volunteers, representatives, agents, employees, heirs and assigns from and against all claims, liability, damages, losses, expenses and demands, including attorney fees, on account of injury, loss, or damage, including, without limitation, claims arising from bodily injury, personal injury, sickness, disease, death, property loss or damage, or any other loss of any kind whatsoever, which arise out of or are in any manner connected with this Agreement if such injury, loss, or damage is caused in whole or in part by, the act, omission, error, professional error, mistake, negligence, or other fault of Mile High, any subcontractor of Mile High, or any officer, employee, representative, or agent of Mile High, or which arise out of any worker's compensation claim of any employee of Mile High or of any employee of any subcontractor of Mile High.

VI. REMEDIES

In the event Mile High breaches this Agreement and fails to cure such breach within thirty (30) days after receipt of written notice thereof, then the City may have recourse to any of the following remedies that may apply:

1. The City may terminate this Agreement by written notice to Mile High unless the breach is first cured. If this Agreement is terminated in accordance with this paragraph, Mile High shall remove the Proposed Sign in its entirety.
2. If the breach consists of a failure to pay the Sign Fee when and as required by this Agreement, the City may, with or without terminating this Agreement, pursue claims to recover the amount due and unpaid.
3. If the breach consists of a failure to provide the City the advertising spot on LED sign faces as required by Article III above, the City shall be entitled to an order for specific performance compelling Mile High to provide such advertising time or provide additional time to compensate for the lost time.
4. The City may pursue any other remedies to which it may be entitled by law for Mile High's breach of contract.

If Mile High's right to operate the Proposed Sign is terminated pursuant to Article VI.1. above and Mile High fails to remove the Proposed Sign within thirty (30) days after receipt of notice of termination, the City shall be entitled to remove the LED sign faces and dispose of them at a public or private sale (conducted in a commercially reasonable manner) and remit the net proceeds of the sale to Mile High; provided, however, that Mile High shall be liable to reimburse

all the City's costs of removal, storage and sale, and such costs shall be deducted from any proceeds remitted to Mile High.

VII. MISCELLANEOUS

- A. Governing Law and Venue. This Agreement shall be governed by the laws of the State of Colorado, and any legal action concerning the provisions hereof shall be brought in Adams County, Colorado.

- B. No Waiver. Delays in enforcement or the waiver of any one or more defaults or breaches of this Agreement by the City shall not constitute a waiver of any of the other terms or obligation of this Agreement.

- C. Integration. This Agreement and any attached exhibits constitute the entire Agreement between Contractor and the City, superseding all prior oral or written communications.

- D. Third Parties. There are no intended third-party beneficiaries to this Agreement.

- E. Notice. Any notice under this Agreement shall be in writing, and shall be deemed sufficient when directly presented or sent pre-paid, first class United States Mail to the party at the following addresses set forth on the first page of this Agreement.

If to the City: City of Northglenn
 Attn: David Willett, Interim City Manager
 11701 Community Center Dr
 Northglenn, CO 80233

If to Mile High: Mile High Outdoor Advertising
 Attn: President
 9250 E. Costilla Ave, Suite 120
 Greenwood Village, CO 80112

Either party may change such notice address upon prior written notice to the other party.

- F. Severability. If any provision of this Agreement is found by a court of competent jurisdiction to be unlawful or unenforceable for any reason, the remaining provisions hereof shall remain in full force and effect.

- G. Modification. This Agreement may only be modified upon written agreement of the Parties.

- H. Assignment. The City may withhold its consent to an assignment of this Agreement in its sole discretion; provided that Mile High may assign this agreement if Mile High

conveys ownership of the Proposed Sign to a third-party and if the third-party executes an agreement with the City acknowledging that upon conveyance of ownership of the Proposed Sign, the third-party assumes all obligations of Mile High under this Agreement, including without limitation the obligation to make the payment set forth in Section II and provide the advertising space in Section III. Provided that the third-party executes such an agreement, Mile High shall have no liability for obligations accruing under this Agreement from and after the effective date of the third-party's assumption of Mile High's obligations.

- I. Governmental Immunity. The City, its officers, and its employees, are relying on, and do not waive or intend to waive by any provision of this Agreement, the monetary limitations (presently one hundred fifty thousand dollars (\$150,000.00) per person and six hundred thousand dollars (\$600,000.00) per occurrence, or any other rights, immunities, and protections provided by the Colorado Governmental Immunity Act, C.R.S § 24-10-101, *et seq.*, as amended, or otherwise available to the City and its officers or employees.

- J. Rights and Remedies. The rights and remedies of the City under this Agreement are in addition to any other rights and remedies provided by law. The expiration of this Agreement shall in no way limit the City's legal or equitable remedies, or the period in which such remedies may be asserted, for work negligently or defectively performed.

- K. Subject to Annual Appropriations. Consistent with Article X, § 20 of the Colorado Constitution, any financial obligations of the City not performed during the current fiscal year are subject to annual appropriation, and thus any obligations of the City hereunder shall extend only to monies currently appropriated and shall not constitute a mandatory charge, requirement or liability beyond the current fiscal year.

- L. Attorney's Fees. In the event of any litigation hereunder, the party prevailing on the more substantial portion of its claims and defenses, if any, shall be entitled to an award of its reasonable attorney's fees and other related costs.

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IN WITNESS WHEREOF, the Parties hereto have executed this Agreement on the date first set forth above.

CITY OF NORTHGLENN, COLORADO

By: Joyce Downing
Joyce Downing, Mayor

ATTEST:

Johanna Small
Johanna Small, CMC
City Clerk

APPROVED AS TO FORM:

Corey Y. Hoffmann
Corey Y. Hoffmann, City Attorney

COLORADO OUTDOOR, INC.
d/b/a **MILE HIGH OUTDOOR ADVERTISING**

By: Steve Richards
Steve Richards

Its: President

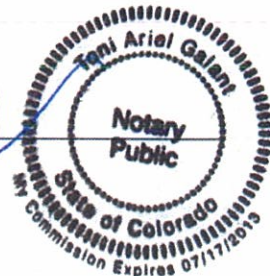
STATE OF Colorado)
COUNTY OF Denver) ss.

The foregoing instrument was acknowledged before me this 29th day of May, 2013, by Steven R. Richards as the President of Colorado Outdoor, Inc., a Delaware corporation d/b/a Mile High Outdoor.

My commission expires: 7/17/2013

(SEAL)

Toni Ariel Galant
Notary Public



PROPERTY OWNER CONSENT

As owner of the property upon which the Proposed Signage shall be located, 10300 N. Bannock ("Owner") hereby consents to the terms of this Agreement, including, without limitation, the right of the City to enter onto the property where the Proposed Sign is located to carry out the rights provided to the City under this Agreement. This consent shall run with the land and be binding on all assigns and successors-in-interest of Owner.

By: [Signature]

Its: Managers

The foregoing instrument was acknowledged before me this 7th day of June, 2013, by Ryan Carlson as the Manager of Northglenn Greens Holdings LLC.

My commission expires: 02/09/2016

(SEAL)

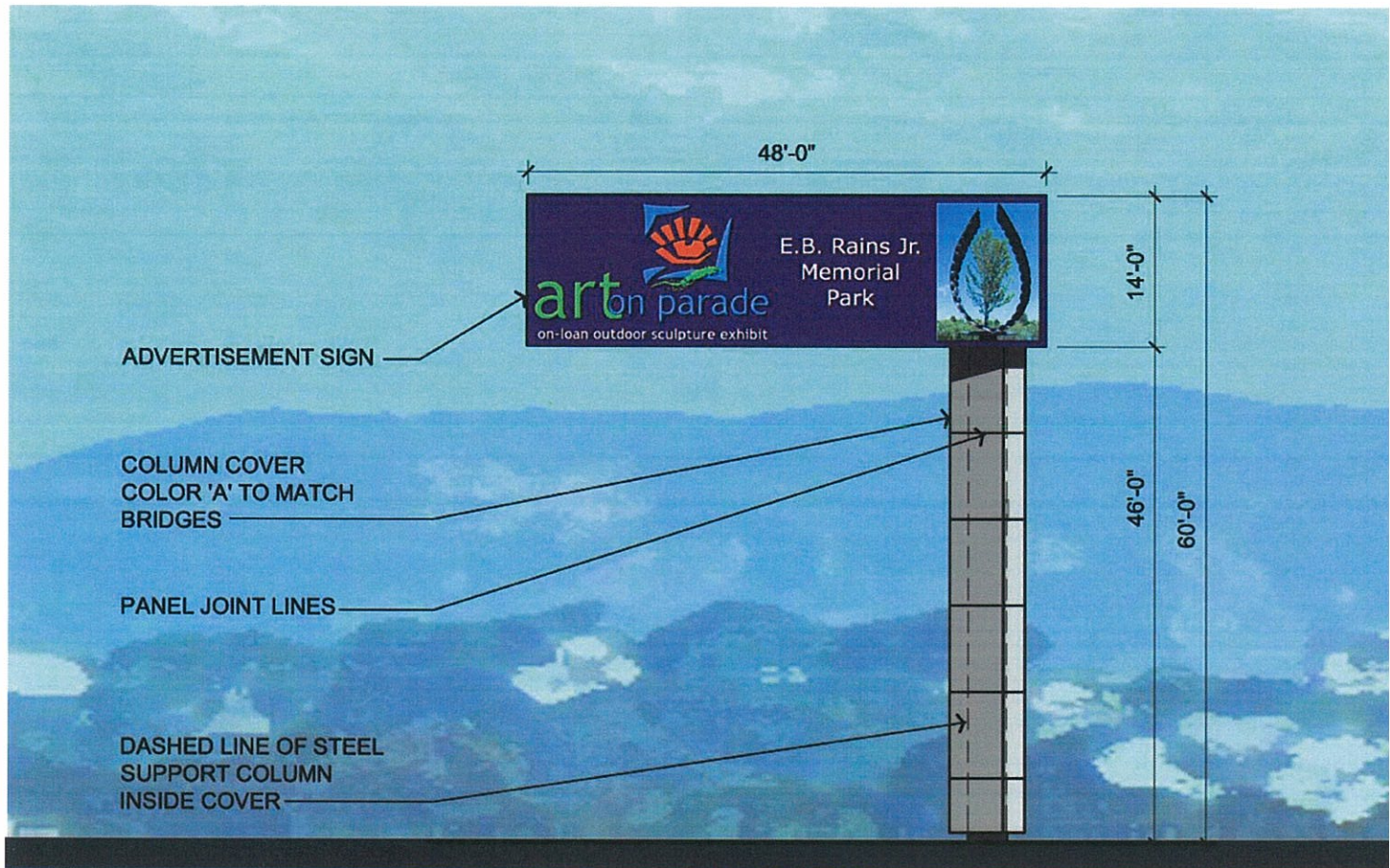
[Signature]
Notary Public

State of Colorado
County of Adams



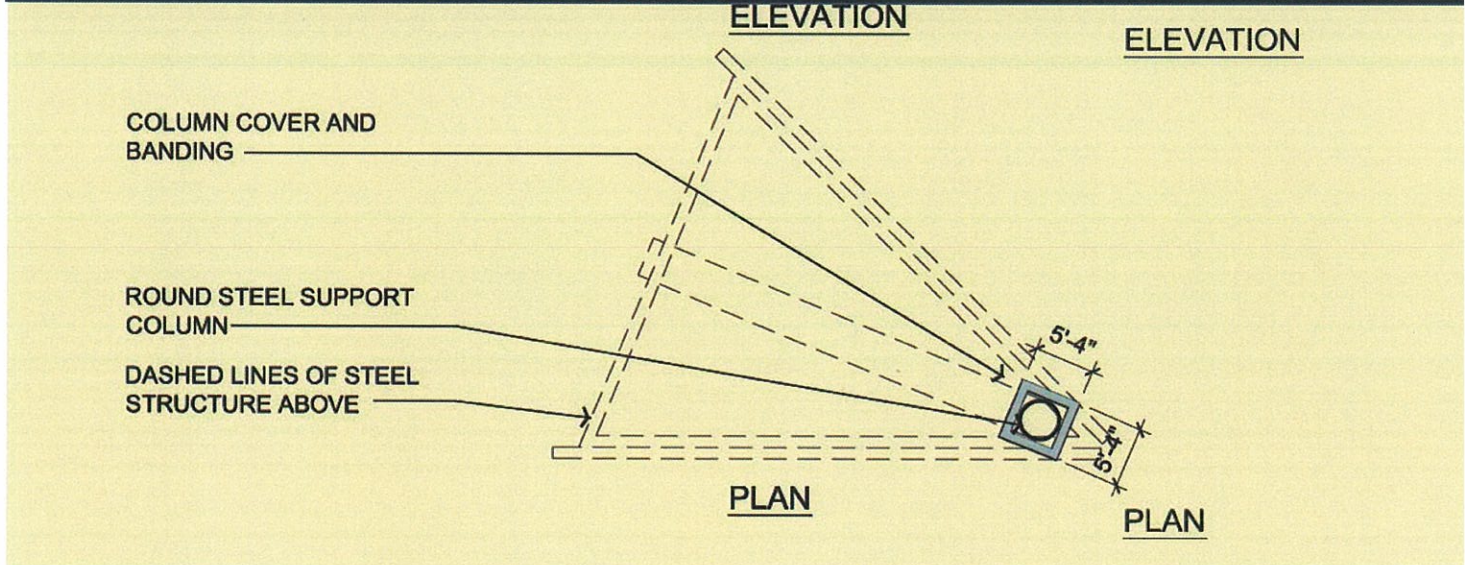
EXHIBIT A





ELEVATION

ELEVATION





City of Northglenn Digital Advertising Billboard Signage (DABS) Program

Program Overview & Guidelines

As part of a partnership agreement with the City of Northglenn, Mile High Outdoor will be offering advertising opportunities on its digital billboard on the west side of I-25, just south of 104th to eligible Northglenn businesses on a monthly basis. This is a start-up program, therefore details are subject to change, including but not limited to the cost of participation.

Six (6) advertising spots are available monthly to qualified Northglenn businesses. Each spot is displayed for 8 seconds, approximately every other minute - a total of roughly 600 spots distributed evenly per 24 hours per business. Each month new businesses will be featured.

The cost of the program is \$450 per month. The link to the application and information packet can be downloaded here:

[www.dropbox.com/s/ozcutw5r6plwby8/Northglenn%20Digital%20Billboard%20Program.pdf`](http://www.dropbox.com/s/ozcutw5r6plwby8/Northglenn%20Digital%20Billboard%20Program.pdf)

Priority of businesses displayed each month will be on a first come-first serve basis, and only a complete application, approved graphics, and payment will hold a place in line to be activated.

To participate, a business must submit a completed application (**Attachment B – Application**), payment, and approved artwork (see **Attachment D – LED Creative Guidelines**) to be scheduled or activated on the sign.

If you have questions, please refer to the FAQ document (**Attachment C– FAQ's**) or email your questions to mhodigital@milehighoutdoor.com. Please reference the Northglenn Digital Advertising Billboard Signage Program.

The program overview and guidelines are listed below:

1. Only licensed Northglenn-based businesses in good standing are eligible.
2. Six (6) Northglenn businesses can be advertised monthly.
3. Selection and priority of businesses displayed each month is based on a first-come first-serve basis, and is dependent upon receiving all the required documentation, payment and approved graphics.
4. The six (6) featured Northglenn businesses will change every month, on the first of the month.
5. Each spot is displayed for eight (8) seconds, approximately every other minute - a total of roughly 600 spots distributed evenly per 24 hours per business.
6. The business must submit a completed application (**Attachment B**). The link to the application can be downloaded here:
www.dropbox.com/s/ozcutw5r6plwby8/Northglenn%20Digital%20Billboard%20Program.pdf
7. Businesses are responsible for providing artwork that meets the Graphic Design requirements prior to being approved for advertising on the sign. (**Attachment E**)

8. Only one design per business per month is allowed and content must be static – not animated. No multiple messaging, complex content or other dynamic content is not allowed.
9. The cost of the program is \$450 per month. A check payable to the City of Northglenn must accompany the application and artwork to be considered.
10. A complete application, graphics and a \$450 check payable to the City of Northglenn should be mailed or delivered to:

Mile High Outdoor
9250 E. Costilla Ave., Suite #120,
Greenwood Village, CO 80112

Artwork can be emailed (jpeg or pdf files) to mhodigital@milehighoutdoor.com or included on a flash drive along with your packet.

11. Requests for specific sign facing (north or south) or display months will only be accommodated on a case-by-case basis and based on availability, otherwise, the business will be featured on the sign based on position in the queue.
12. If a business wants a more custom program or extended period of time, they should contact MHO directly to discuss advertising opportunities.

Since this is a start-up program, the only one like it in the state, details of how this program is operated are subject to change, including but not limited to the cost of participation.

For more information about the program, see the FAQ information sheet (**Attachment D**). If a Northglenn business wants to see if they qualify for the program or have questions about signage or graphics contact Mile High Outdoor at mhodigital@milehighoutdoor.com or 303-782-4800.



**City of Northglenn
Digital Advertising Billboard Signage (DABS) Program Application**

BUSINESS INFORMATION

First Name:

Last Name:

Job Title:

Company:

Northglenn Business License #:

Address:

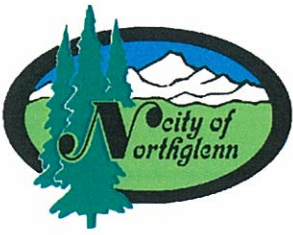
Phone Number:

E-mail:

Check List:

- Completed application.
- Completed artwork per attached LED Creative Guidelines on a flash drive or e-mailed separately to mhodigital@milehighoutdoor.com.
- Check payable to the **City of Northglenn** for **\$450.00**.
- Please send your completed application, graphics and check to:

**Mile High Outdoor
9250 E. Costilla Ave, Suite #120
Greenwood Village, CO 80112
(303)783-4800**



FAQ'S

City of Northglenn Digital Advertising Billboard Signage (DABS) Program

Q1. Why is this program exclusive to Northglenn businesses only?

A. As part of a partnership agreement with the City of Northglenn, Mile High Outdoor (MHO) is offering advertising opportunities on its digital billboard at a greatly reduced rate to eligible Northglenn businesses on a monthly basis. . If you want to learn more about participating in this City of Northglenn program, contact Jill Mendoza at jmendoza@northglenn.org at 303-450-8938, or Debbie Tuttle at dtuttle@northglenn.org at 303-450-8743.

Q2. How much does it cost for a Northglenn businesses to advertise on the electronic billboard for one (1) month?

A. \$450.

Q3. How many Northglenn businesses can advertise on the billboard?

A. (6) Monthly or (72) Businesses Annually.

Q4. How are businesses selected to be on the billboard?

A. Selection and priority of businesses displayed each month is based on a first-come first-serve basis, and is dependent upon receiving all the required documentation, payment and approved graphics.

Q5. How much time does each Northglenn business get per slide?

A. Each business has an eight (8) second slot that will appear approximately every two (2) minutes.

Q6. How many times will my ad be viewed?

A. Your ad will be displayed approximately 600 times per day, on an 8-second spot.

Q7. When does my advertisement start and end?

A. The advertisement will start on the first of the month, and end on the last day of the month.

Q8. Can I request which month I want my advertisement to appear, and which side it is displayed on (north or south facing signage)?

A. Specific requests will only be accommodated on a case-by-case basis based on availability. Otherwise, the business will be featured on the sign based on position in the queue.

Q9. How do I apply to be on the sign?

A. Complete an application (Attachment B) or a full packet can be downloaded at: www.dropbox.com/s/ozcutw5r6plwby8/Northglenn%20Digital%20Billboard%20Program.pdf. Please ensure that you have enclosed a check for \$450 and the graphics with your application.

- Q10. Who do I contact if I have questions about my application, specific requirements on graphics, or timing of the advertisement?**
- A. Mile High Outdoors is the administrator of the sign program. If you have specific questions about the signage, graphics, or timing of the advertisement contact Lauren Persichitte at lauren@milehighoutdoor.com or 303-783-4800.
- Q11. Can I create my own artwork?**
- A. Yes. Please see Attachment D – LED Creative Guidelines for the correct dimensions and setup instructions.
- Q12. Is there a graphic designer I can use and what does it cost?**
- A. Yes, Mile High Outdoors has a graphic designer who can work with you for \$75 per hour. You can contact Shannon at shannonog@yahoo.com or use a graphic designer of your choice.
- Q13. What form of payment do you accept?**
- A. Checks only – Payable to the City of Northglenn.
- Q14. When is my payment and artwork due?**
- A. Payment and artwork are due at the time the application is submitted. Applications will not be processed without the approved artwork and payment.
- Q15. Where do I send my application, artwork and check?**
- A. Send completed artwork, check and application to:
Mile High Outdoor
9250 E. Costilla Ave., #120
Greenwood Village, CO 80112
- Q16. What type of file do you want for my artwork?**
- A. Electronic JPEG or PDF files only. You can email the files to mhodigital@milehighoutdoor.com or include a flash drive along with the completed packet.
- Q17. How do I know if my application has been processed and approved, and when my ad will run?**
- A. Mile High Outdoors will contact you via email to let you know if you have been approved and will send a Proof-of-Performance (a picture of your ad running on the sign) once your ad is running.
- Q18. What if I can't understand how to set up the artwork after reading the LED creative guidelines?**
- A. It's probably best to hire a graphic designer. A graphic designer is available through MHO (shannonog@yahoo.com) at an hourly rate, or you can use a graphic designer of your choice.
- Q19. How many designs can I use during my one-month advertising program?**
- A. One. If you want a more dynamic campaign, contact a sales representative at MHO directly or submit a request to sales@milehighoutdoor.com.
- Q20. What does it mean that this is a start-up program, and how could it impact my advertising opportunities?**
- A. This is a start-up program, and details of how this program is operated are subject to change, including but not limited to the cost of participation. The program will be reviewed on an annual basis to evaluate the effectiveness, administration and program costs.

LED CREATIVE GUIDELINES

Color is KeyWith LED technology, white is a mixture of color rather than an absence of color therefore, it has a tendency to look subdued. Instead, choose bold colors that catch the eye.

- High contrast equals better visibility.
- Subtle differences in color gradients may not display at desired level of detail.
- True white backgrounds will display an off white.
- Very pale colored backgrounds will wash out copy.

Immediate Branding - Keep logos and branding large to ensure immediate brand identification. Graphic elements should be bold with a strong focal point. Busy photos typically do not work well.

Go BOLD Be BOLD with your message. Content must be readable in a matter of seconds, so keep the copy short and simple, using as few words as possible.

- Use short, simple words for faster comprehension.
- Skip the script or highly decorative fonts and use simple, bold fonts (San Serifs work best).
- Utilize large font sizes and keep spacing loose. Messages are read at a distance so remember 50' reading distance per 1" of text height. 36 inch high letters can be read from 1,800 feet; 12 inch letters from 600 feet away.

SPECIFICATIONS:

14' X 48' LED Display
RGB / 72 DPI

200 height x 704 width
pixel resolution
Formats: jpg, bmp, png

2.778" x 9.778"
No bleed necessary
For pure black use: R-0, G-0, B-0



DIGITAL DESIGN DO'S & DON'TS

SIMPLE IS BETTER

Fewer elements, larger elements and simple arrangements work best to fully showcase work.

Typography

Avoid using thin fonts as well as most script fonts. The strokes of each character are simply too thin to maintain legibility over long distances. Use thick heavy fonts to maximize readability. The bold option is a great way to add weight to your wording.

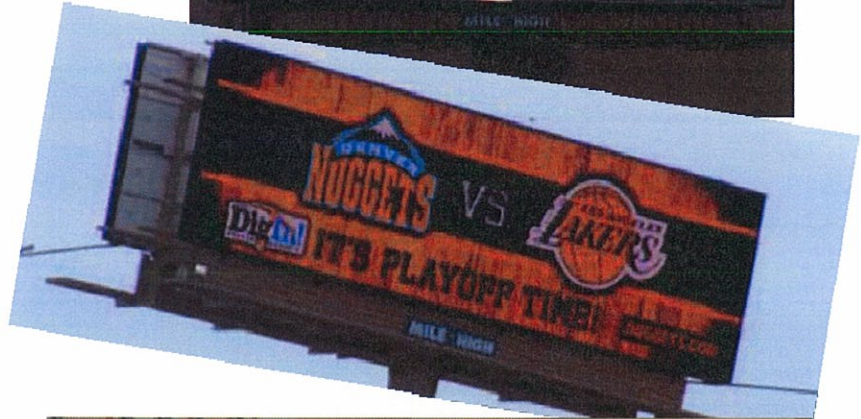
BAD GOOD BEST

BRIGHTER IS BETTER

Keep your colors fully saturated and create strong contrasts to create eye-popping designs.

Try to avoid white backgrounds. Black on the other hand is a fantastic canvas for your design. Avoid faded overlays or gradient color for backgrounds.

Color Combinations we recommend:



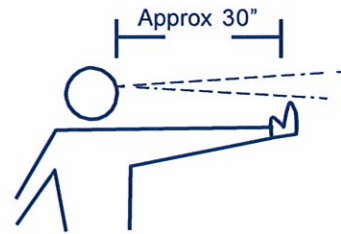
DISTANCE LEGIBILITY GUIDE

WILL YOUR DESIGN BE LEGIBLE ONCE IT IS ACTUALLY OUTDOORS?

To simulate how your design will appear at various distances, just use this guide. This will help you evaluate the legibility of your illustrations and size of your brand or logo.

HOW TO USE

Tape your artwork to a wall. Select the distance you want to check (e.g. 700') then hold the guide at an arms length and move away until the appropriate aperture frames the design on the wall.



14' x 48' bulletin



300'



500'



700'



www.milehighoutdoor.com

9250 E. Costilla Ave. • Suite #120 • Greenwood Village, CO 80112 • Phone 303.783.4800 • Fax 303.783.4801