

# Quick Tips for Good Outdoor Design:

1. Simplicity – focus on one key message
2. Careful with color combinations – Be bold, light paired with dark
3. Watch your word count – 5 or less still applies
4. Font choice matters – view your design from 15 ft. Can you easily read it?
5. Be bold and don't be afraid to 'stir the pot'
6. Be remarkable, say something that matters