



**Examples  
of Good  
Campaigns**

**Fonts and Text**

**THICK** and **BOLD** fonts.

Font size no less than 60mm minimum.

Use the maximum lettering size the artwork space will allow for, though keep all text in the safe area.

Keep main message text the same font and size. (Newspaper banner headlines is a good example)

Leave adequate letter and word spacing to improve legibility.

**Content**

Use single- minded messages.

No traffic signs or artwork resembling traffic signs are allowed.

**Colour**

High contrasting colours work well.

The simpler the background the more legible the ad.

Complex visuals with dark shades are illegible from a distance.

**COUNCIL BY-LAWS**

Joburg Council - **Max 8 words** per board this excludes the logo and contact details.

Pretoria council - Requires a **Logo** to be on each board.  
**No** arrows are allowed for directional boards **Only hand signs.**  
**No** storyboard artwork allowed, each board must make sense on its own.  
**Max 8 words** per board this excludes the logo and contact details

Mbombela Council - Does **Not** allow directional campaigns.  
**Max 10 words** per board.  
Text height of **70mm** minimum.



## Supply Artwork As:

High resolution CMYK PDF files.

All text to be converted to paths or outlines.

All artwork to be supplied to the print size.

**NO CROP and COLOUR MARKS.**

### JHB SIZES INCLUDE 1.8 - 1.5 - A0 - 4SQM - SUPALITES

#### 1.8

Print size : 1700mm x 1205mm  
Visible Area : 1605mm x 1110mm  
Safe Area : 1575mm x 1080mm

#### A0

Print size : 1214mm x 866mm  
Visible Area : 1179mm x 831mm  
Safe Area : 1119mm x 771mm

#### Supalites

Print size : 3460mm x 2320mm  
Visible Area : 3220mm x 2110mm

#### 1.5

Print size : 1575mm x 1085mm  
Visible Area : 1480mm x 990mm  
Safe Area : 1450mm x 960mm

#### 4Sqm (Single/Double sided or Run of 2)

Print size : 3030mm x 1200mm  
Visible Area : 2930mm x 1100mm  
Safe Area : 2900mm x 1070mm

### PTA, EKU, DBN, EAST LONDON, PE GEORGE, SECUNDA, NORTH WEST & NEWCASTLE

#### A0 (PTA, EKU, DBN, NW & PE)

Print size : 1214mm x 866mm  
Visible Area : 1179mm x 831mm  
Safe Area : 1119mm x 771mm

#### PIETERMARITZBURG

Print size : 2600mm x 1100mm  
Visible Area : 2500mm x 1000mm

#### EAST LONDON

Print size : 1200mm x 940mm  
Visible Area : 1100mm x 840mm

#### MTHATHA

Print size : 1590mm x 1100mm  
Visible Area : 1500mm x 1000mm

#### GEORGE

Print size : 1290mm x 930mm  
Visible Area : 1190mm x 830mm

#### SECUNDA

Print size : 1230mm x 930mm  
Visible Area : 1130mm x 830mm

#### NEWCASTLE

Print size : 1700mm x 1000mm  
Visible Area : 1500mm x 900mm



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## CAPE TOWN MALL SIZES

### Kenilworth Mall, Centre, De Ville Centre & Piazza Da Luz - A1

Print size : 890mm x 635mm  
 Visible Area : 840mm x 600mm  
 Safe Area : 780mm x 540mm

### Cobble Walk Centre, Watergate, The Emporium, Tygervalley, , N1 Value Centre, Bayside Mall, Capricorn Square, Paarl Mall, Somerset Mall, & Tokai on Main - A0

Print size : 1214mm x 866mm  
 Visible Area : 1179mm x 831mm  
 Safe Area : 1119mm x 771mm

## SUB ADS (EKU)

Print size: 1810mm x 460mm

## SUB ADS (PE)

Print size: 2000mm x 400mm

## Billboard (Klerksdorp)

Print size: 3000mm x 6000mm

## Trailer Ad (Klerksdorp)

Print size: 4000mm x 2000mm

## Bins (PE)

Print size: 485mm x 830mm  
 4 Sides  
 No Bleed

## Bus Shelters (PE)

### 6 Seater bus shelter

#### Outside & Inside

Print size: 1825 x 1205 mm  
 Visual area: 1765 x 1145 mm  
 No bleed or crop marks

#### Back

Print size: 1580 x 1040 mm  
 Visual area: 1520 x 980 mm  
 No bleed or crop marks

#### Weather strip inside & outside

Print size: 330 x 1710 mm  
 Visual area: 270 x 1650 mm  
 No bleed or crop marks

### A bus shelter

#### Outside & Inside (Left & Right)

Print size: 1040 x 1580 mm  
 Visual area: 980 x 1520 mm  
 No bleed or crop marks

#### Back

Print size: 1580 x 1040 mm  
 Visual area: 1520 x 980 mm  
 No bleed or crop marks

