

SECURETRAY[®] ADVERTISING COPY

GUIDELINES & BEST PRACTICES

Simplicity is the fundamental guideline for creating effective, engaging SecureTray copy. The most effective SecureTray designs capture the essence of a message with lucid expression.

Quick Tips for Effective SecureTray Design

- **Product Identification**
Make sure the brand/company is visible.
- **Short Copy**
No more than 7 words total.
- **Short Words**
Use short words for faster comprehension.
- **Bold Colors**
Dare to be bold!
- **High Contrast**
High contrast means better visibility.
- **Simplify Everything**
Focus on one key idea or message.
- **View For 5 Seconds**
View your creative for 5 seconds. Does your message have impact in 5 seconds?

Color Frequency and Vibration

Like sound waves, light rays have varying wave lengths or frequencies. Some pigments absorb light while others reflect it. Reflected frequencies are perceived as color. Complementary colors, such as red and green, are not legible together because they have similar values that cause the wave lengths to vibrate. Any combination of similar color value (even without vibration), will produce low visibility. Yellow and black are dissimilar in both hue and value providing the strongest contrast. White complements colors with light values.



Contrast

Strong contrast in hue and value is essential for creating high-impact SecureTray copy. Hue is the identity of color while value measures a color's lightness or darkness. Contrasting colors are best when viewing SecureTray designs while moving through checkpoints.



The 14 color combinations represent the best use of color contrast for readability. The chart evaluates primary and secondary color combinations taking into account hue and value. Example one is the most legible color combination while example 14 is the least legible.

Image

Advances in production technology are allowing advertisers to use increasingly complex imagery in their creative application. However, the requirements for effective out-of-home advertising have remained the same — imagery must be bold, clear and easy to understand.



Strong images against simple backgrounds create high-impact visuals. The Image on the left is a good example. Simple backgrounds are the key.

Legibility of Typefaces

Kerning

Sufficient kerning between letters assures the legibility test from far distances. Tight kerning reduces legibility causing adjacent letters to attach together visually. Without proper kerning "clear morning" could be interpreted as "dear mom."

Stacking

A single horizontal line of text allows rapid assimilation of a message without interruption. Multiple text lines increase the time needed to discern a message.

Leading

If more than one text line is necessary, use adequate leading between lines. When a line of text rides on the line below the interplay of descenders and ascenders it will make a message difficult to read.

- Crowding letters into a restricted space will reduce legibility.
- Severely contrasting letter strokes will lose definition when viewed from far distances.
- Thin typefaces will become invisible when viewed quickly.
- Bulky typefaces lose distinction between letters.
- Script typefaces are difficult to read.
- *Readability is also dependant on color contrast. Higher contrasts will allow smaller text size. Complicated backgrounds behind text will also reduce readability.*

Copy

Headlines and copy points should be simple and succinct. SecureTrays is an out-of-home medium where following the same rules applied to other ambient applications (i.e. billboards). Branding messages and promoting a single unique selling point is often the best approach. "Less is more"; limit the use of copy for greater impact.

Layout and Orientation

There are several options for layout and orientation for SecureTray copy. Choosing the best orientation and layout for your message will ensure maximum exposure, retention and recall. Having options helps to successfully manage the available real estate.

Full Page Approach

The most traditional approach allows for larger copy and is consistent with traditional aspect ratios. Best used with bold brand awareness campaigns with identifiable graphics.



Half page approach

Prompts passengers to orient trays vertically while going through security. The marketing message, which occupies both halves, can be viewed top to bottom.



Visuals that work 360°

When applicable, images that can be viewed and comprehended from 360° help to reinforce the message from any angle, no matter how a passenger retrieves their tray.



Logo/Call-to-action

It is highly recommended to keep the logo and call to action visible at all times during the screening process. Passengers tend to place personal items toward the center of their security tray. The outer edges typically remain exposed, making this area perfect for key copy points, a call to action and logo.

