

# Examples of Effective Billboard Designs

Community Redevelopment Agency

# Micanopy, Florida



# Micanopy, Florida



# Kanapaha Botanical Gardens





# Official Florida Welcome Center



# Destin, Florida





# Oregon Trail Interpretive Center



# Easton Park, Texas



A billboard advertisement for Easton Park, Texas, set against a blue sky with clouds. The billboard is divided into two main sections. The left section features a collage of images: a pug sitting on grass, a group of four young adults sitting and talking, and a circular graphic with the date 'APRIL 16' and a red bench icon. Below these images is a red banner with white text that reads 'GRAND OPENING. 6 MODEL HOMES!'. The right section is white and contains the text 'EASTON PARK' in large, bold, black letters, with a red bench icon under the word 'PARK'. Below this is the tagline 'YOUR PARKS. YOU'RE HOME.' in smaller black letters, and the website 'eastonparkatx.com' in red text on a light blue brushstroke background.

APRIL 16

GRAND OPENING. 6 MODEL HOMES!

EASTON PARK

YOUR PARKS. YOU'RE HOME.

[eastonparkatx.com](http://eastonparkatx.com)



# Main Street Alachua Logo



MAIN STREET  
ALACHUA  
DISCOVER THE GOOD LIFE



MAIN STREET  
ALACHUA  
DISCOVER THE GOOD LIFE

# Guiding Principles for Discussion

- What is important to CRA Businesses to be conveyed by a billboard?
- Billboard should:
  - Target new audiences who wouldn't normally visit Main Street Alachua.
  - Encourage repeat visits by regular Main Street Alachua patrons.
  - Change the perception of Main Street Alachua offerings.