

ROADSIDE ADVERTISING & ROAD SAFETY

10 recommendations

ADVERTS

For the full recommendations see <https://bit.ly/2HgoJgE>



The ADVERTS project was funded under the CEDR Transnational Road Research Programme - Call Safety 2016.

1

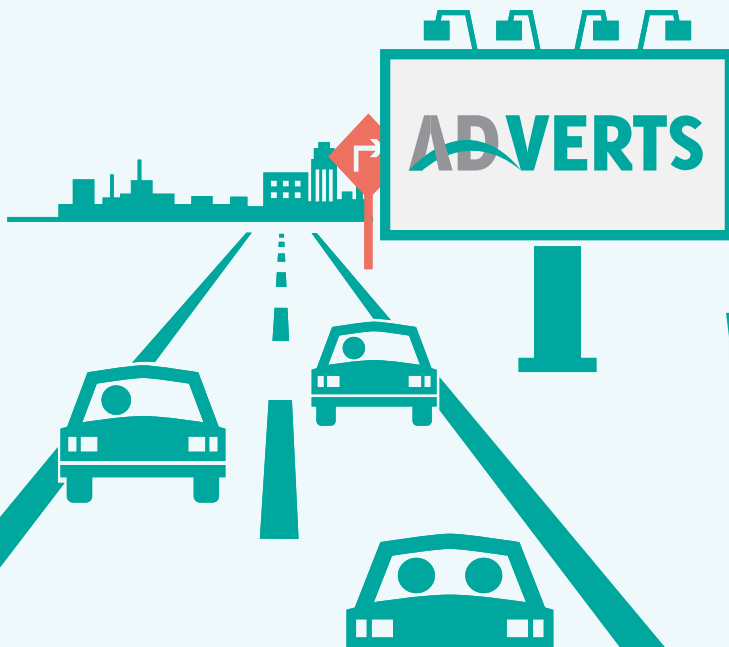
Don't cause confusion with road signs



Billboards which can be confused with road signs (e.g. size, shape, colour, content or a combination of these) should never be allowed.

2

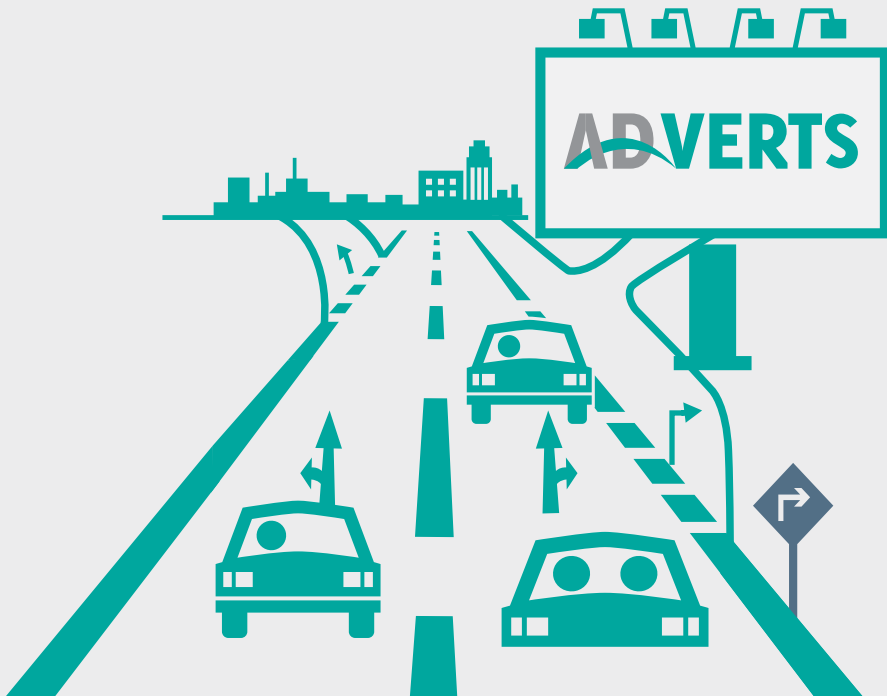
Don't block road users' view



Billboards should never be located in such a way as to obstruct or hinder road users' view of road signs, traffic signals, or any road infrastructure (including the road) critical to their understanding of the road system.

3

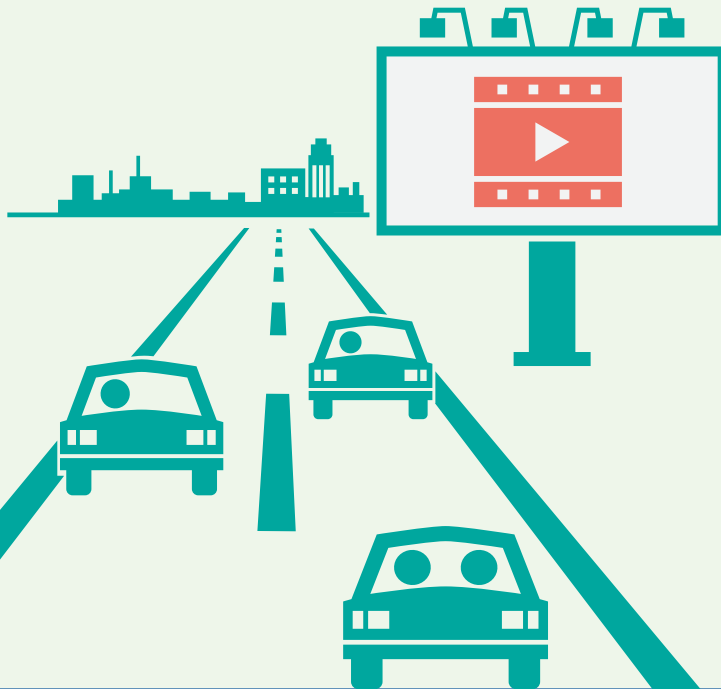
Avoid complex locations



Billboards should be avoided in complex driving situations such as intersections and motorway exits or entrances.

4

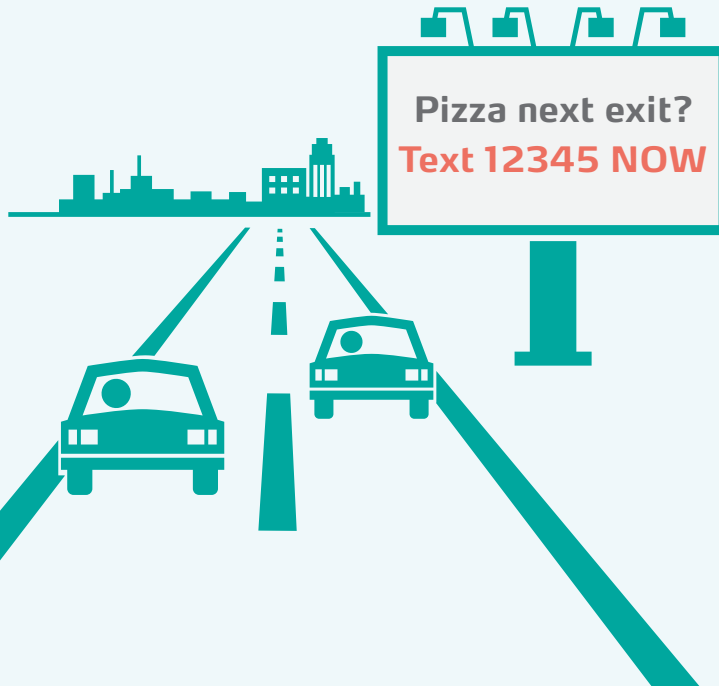
Don't use moving images



Advertisements with moving images and animations should not be used.

5

Don't encourage non-driving actions



Billboards should never display content that encourages drivers to look for information or to perform some action which is not relevant to driving.

6

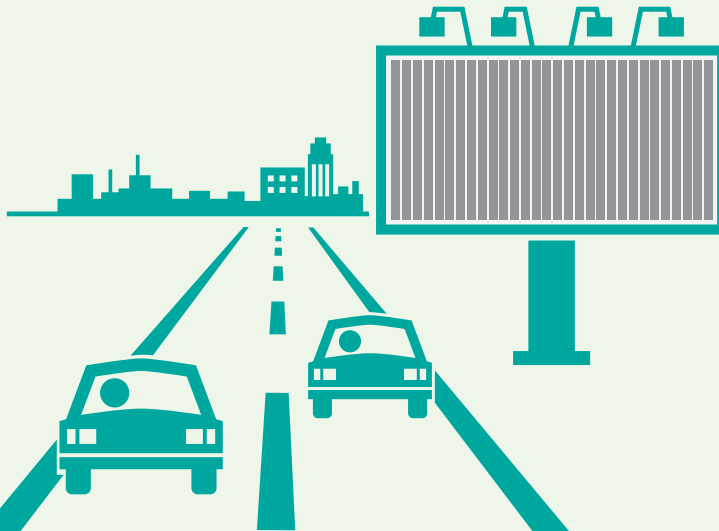
Keep it simple



Any advertisement on a billboard should be concise, legible and simple to understand.

7

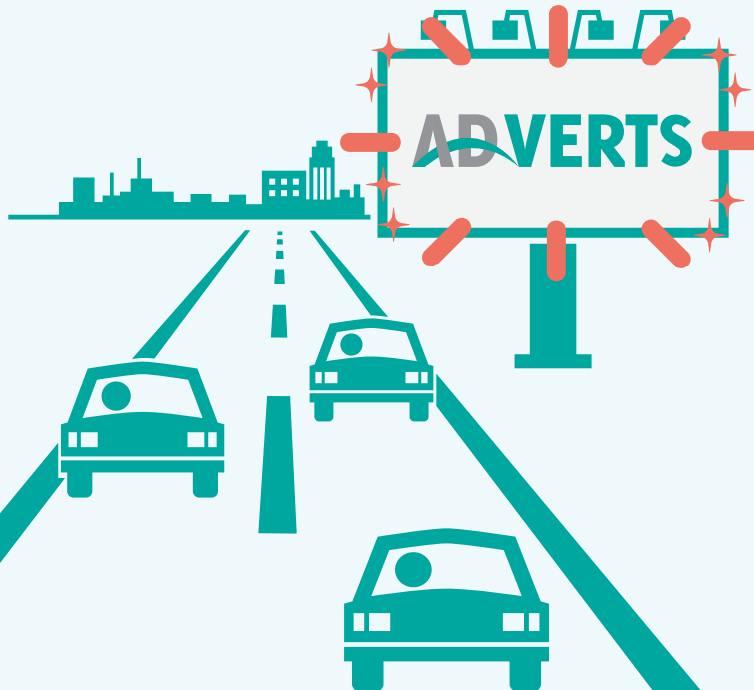
Minimise transitions



Billboards which switch between adverts can be allowed, but the duration of display should be maximised so that the number of transitions is minimised.

8

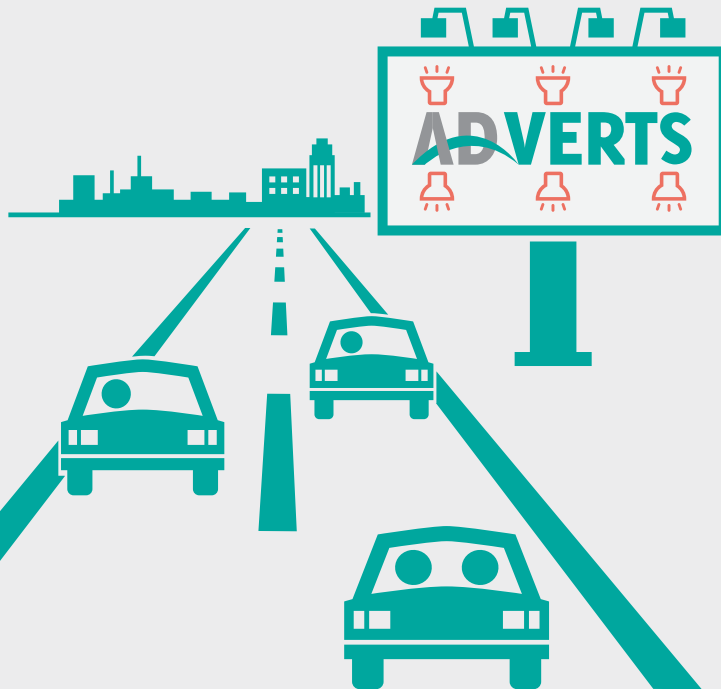
Don't dazzle road users



Billboards which dazzle road users, or which are excessively bright or reflective should never be allowed.

9

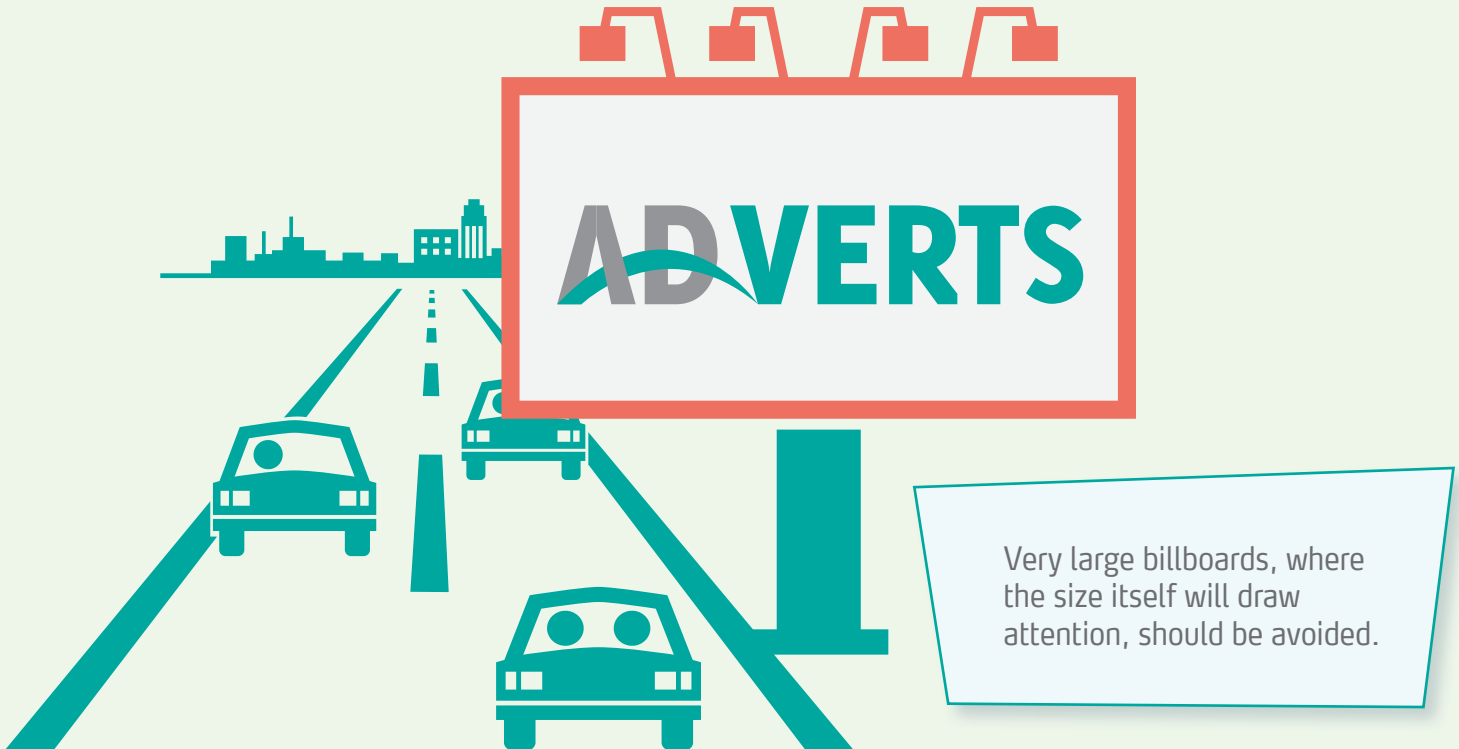
Don't have flashing lights



Billboards with flashing, intermittent, modulating or moving lights or moving parts should never be allowed.

10

Avoid overlarge billboards



Very large billboards, where the size itself will draw attention, should be avoided.