

Highest visibility color combinations to use on your sign according to the Outdoor Advertising Assoc. of America



When choosing your custom banner or magnetic background, don't use anything that will make it difficult to focus on your main message. A color wheel will show you the importance of contrast, hue and value when choosing a foreground/background color combination. Opposite colors on the wheel complement each other. For example red and green would be complementary colors. They have a good contrast, but their values are similar, so it is not the best combination.

Colors that are next to each other on the wheel, such as blue and green, make poor color combinations on your custom banner since their contrast is similar in both hue and value. It is hard to see the contrast. Alternating colors, such as blue and yellow, produce the best combinations since they have good contrast in both hue and value. Black contrasts well with any light color and white works well with colors having a dark value. For example, yellow and black are different in the contrast of both hue and value.