

50+ Billboard Designs, Format & Examples

Billboards are among the most effective advertising tools in any industry. If you visit downtown areas, billboards are virtually everywhere. They catch the public eye's attention and thus build brand awareness for the company it's promoting. Due to their effectiveness, many businesses seek [billboard templates](#) to create their billboards fast.

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To create a billboard of your very own, follow the following steps:

- Browse through our billboard design examples to create your own billboard.
- Customize Online or Download in your preferred File format and Print As Required

If you need to create a billboard for your company, we invite you to take inspiration from our designs and examples. Here we have prepared a list of the best billboard templates and samples. Explore them and use any of them that you fancy.

1. Elegant Real Estate Billboard Design

A real estate brand must spark with elegance. So if you have a real estate business, grab our Elegant [Real Estate Billboard](#).

 Blue Stone Realty

THE KEYS 
TO YOUR HOME

maesha.realty.com

[@bluestonerealty](https://www.instagram.com/bluestonerealty)



2. Luxury Real Estate Billboard Design

Other than elegance, a real estate brand, especially one that sells high-end properties, must be luxurious. That's why we designed our Luxury Real Estate Billboard the way that it is. Purely glamorous just like our [real estate posters](#).



3. Commercial Real Estate Billboard Design

Here we have another real estate billboard. It also oozes elegance and luxury, and it teases what high-end living looks like. The same goes for many of our [real estate flyers](#).



4. Sample Corporate Billboard Design

Our Sample [Corporate Billboard](#) makes your mouth water. That's because it was designed for restaurant businesses. So if you're promoting a restaurant or fast-food chain, get this design.



5. Creative Corporate Billboard Design

Our Creative Corporate Billboard is a fitting ad material for corporate businesses. It's quite fancy, but also simple and professional. Our [corporate flyers](#) have a similar vibe to them.



6. Modern Corporate Billboard Design

Our Modern Corporate Billboard has a similar style to the previous one and our [corporate brochures](#). It makes good use of blue, yellow, and white color palettes to establish a professional atmosphere.



7. Professional Corporate Billboard Design

This Professional Corporate Billboard we have below is great for tech and telecommunication companies. It has an image of a phone and the Earth, implying connectivity.



8. Company Billboard Design

Our [Company Billboard](#) is designed for any company, regardless of industry. Just make some changes to its sample slogan and company logo and you can make it your own.



9. Radio Company Billboard Design

As its name suggests, our Radio Company Billboard is intended for radio companies. Its design and feels are all about music, making it a great promotional material for radio stations. You can pair this billboard with some of our [music brochures](#).



10. Gaming Company Billboard Design

If you're promoting your gaming company and the games you produce, our Gaming Company Billboard can certainly help. Its design is appealing to gamers and it has a cool slogan, "Life is short, play more."



11. Construction Company Billboard Design

You don't often see construction company billboards and [construction flyers](#). But that doesn't mean they don't exist. Below is a well-designed billboard we've created for construction firms.



12. Advertising Company Billboard Design

An [advertising agency](#) specializes in advertising. For that reason, we made our Advertising Company Billboard with the right color combination and other visual elements to be appealing. It can represent any advertising firm brand seamlessly.



13. Modern Travel Billboard Design

Share the excitement of traveling with our Modern [Travel Billboard](#) Design. It's perfect for travel agencies and any company in the travel industry.



14. Travel Tour Billboard Design

Here's another travel billboard that also shows the excitement that traveling brings. Use it along with our [travel flyers](#) to encourage people to explore.



15. Creative Financial Billboard Design

If your business is in the financial industry, then our Creative Financial Billboard is yours. It's an effective tool to establish trust with future clients. Feel free to explore more of our [Finance Billboard](#) designs.



16. Financial Investment Billboard Design

Here we have another finance billboard, but it's specifically designed for investment firms. By looking at its featured image, you can immediately tell that it's showing the value of investing money.



17. Men's Health Billboard Design

Advocate the importance of men's health with our Men's [Health Billboard](#) Design. Use it to remind the male population to seek your beneficial healthcare services.



18. Mental Health Billboard Design

Mental health is just as important as physical health. That said, if you own a healthcare company, mental health should be part of your advocacy. So promote your mental health services with our billboard design below. You might also want our [healthcare brochures](#).



19. Hospital Billboard Design

Here we have another healthcare billboard but specifically made for hospital facilities. It's a high-quality marketing material that you can pair with some of our [healthcare flyers](#).



20. Elegant Healthcare Billboard Design

Our Elegant Healthcare Billboard sports a heartwarming design. It shows an image of a nurse holding a globe, symbolizing that healthcare services are for everyone. This design can improve your healthcare company's branding.



21. Black Friday Billboard Example

This sample billboard is designed for Black Friday sales events. It's both attractive and catchy.



[Source](#)

22. Billboard Bold Example

The Billboard Bold Example sports a minimalist design. You can use it for any marketing campaign.



[Source](#)

23. Fast Food Billboard Example

The Fast Food Billboard Example shows several images of mouthwatering dishes. It's made with excellent food photography and the very sight of it can stir one's appetite.



[Source](#)

24. Restaurant Billboard Example

The Restaurant Billboard Example is also an appetizing sight. It'll definitely look good once displayed in public places and will grab the attention of food lovers.



[Source](#)

25. Billboard Example

The Billboard Example is by default simple. But you can use its existing design as your billboards foundation. Feel free to use your creativity in editing it.



[Source](#)

26. Construction Advertising Billboard Design

The billboard template below is designed for construction advertising campaigns. It has a catchy slogan that enhances branding and a design that's eye-catching. Get this [Construction Billboard](#) if you own a construction firm.



27. Road Construction Billboard Design

Here's another construction billboard but this one specifically advertises road construction. If your company has road construction services, this would be perfect advertising material. You can pair it with our [construction brochures](#).



28. Sample Construction Billboard Design

Our Sample Construction Billboard is unique from other construction-themed designs on this list. It doesn't have any real photographs. Its aesthetic purely consists of graphic designs, most notably the truck drawing.



29. Modern Education Billboard Design

Our Modern [Education Billboard](#) shows an image of a classroom. It's an excellent promotional material for high schools and college universities.



30. Junior School Education Billboard Design

If what you're promoting is a junior school, then this billboard design is the most fitting. Use it to advertise open enrollments over the summer. We also have [education brochures](#) that you might like.



31. Summer School Billboard Design

Learning doesn't stop over the summer. So if your school offers summer classes, promote them using our Summer School Billboard Design.



32. Elegant Fitness Billboard Design

If you're a gym owner, advocating the importance of fitness should be your brand. So start doing that with our Elegant [Fitness Billboard](#) Design.



33. Simple Music Billboard Design

Share your love for music with our Simple [Music Billboard](#) Design. If you own a music company or a recording studio, this can represent your brand.



34. Political Campaign Billboard Design

If you're a part of a political campaign team, you can use our Political Campaign Billboard. With it, the candidate you're supporting will certainly rank higher on polls. And ultimately, he or she could win the election. Get this now and explore our other [political billboard](#) designs.



35. Medical Billboard Design

If your business is in the medical field, you should take our [Medical Billboard](#) Design. It has a slogan that builds trust with the public and a design that fits your brand.



36. Medical Laboratory Billboard Design

Here's another medical billboard with similar vibes to the previous one. It also uses a blue color scheme and has an image of a masked laboratory technician.



37. Simple Mobile Billboard Design

Whether you own a company that manufactures smartphones or develops mobile apps, this billboard is for you. Our Simple [Mobile Billboard](#) embraces a modern design that's appealing to Millennials and Gen Z individuals.



38. Mobile Advertising Billboard Design

Our Mobile Advertising Billboard perfectly represents the culture of the digital age. It shows a picture of someone using a mobile phone. This is a great billboard design for smartphone companies.



39. Action Movie Billboard Design

If you're an action movie director or producer, use our [Movie Billboard](#) Design to promote your flick. Get moviegoers excited about how action-packed it is. Let them know that it's coming to cinemas soon.



40. High Fashion Billboard Design

If you own a fashion company, being flashy should be an element of your brand. And flashy is what our High [Fashion Billboard](#) Design brings. Use it to advertise your fashion stores.



41. Elegant Fashion Billboard Design

Other than being flashy, elegance should also be a part of your fashion brand. So download our Elegant Fashion Billboard as well. We also have attractive [fashion flyers](#) that can boost your marketing campaigns.



42. Conference Billboard Design

Large gatherings such as conferences need to be announced massively. One of the best ways to do that is by promoting it with our Conference Billboard Design. It belongs to our [creative billboard](#) category, so it has great aesthetic quality.



43. Hotel Billboard Design

If you own a hotel business, you should download our Hotel Billboard Design. Flaunt your hotel's exquisite service quality and let locals and tourists know you have vacant rooms available. Customize this billboard template in [Adobe Photoshop \(PSD\)](#).



44. Bakery Billboard Design

Cakes, cupcakes, and other sweet delicacies are a sight for sore eyes. That's why we featured an image of cupcakes on our Bakery Billboard Design. It's the best marketing material to have if you own a bakery. Get it and edit it in [Adobe Illustrator](#).



45. Insurance Agency Billboard Design

If you own an insurance agency, improve your brand and image with our Insurance Agency Billboard Design. Use it to share what services you offer and let the public know about them. Thousands of people need insurance and you can provide that for them. Purchase this design and customize it using [Apple \(MAC\) Pages](#).



46. Bus Stop Billboard Example

Billboards can also be placed in bus stops sheds. So if that's your plan, you might want this Bus Stop Billboard Example.



[Source](#)

47. Vape Shop Billboard Example

Vape is a harmless alternative to cigarettes and tobacco. So if you own a vape shop, amp up its advertising campaign using this Vape Shop Billboard Example.



[Source](#)

48. Billboard Mockup Example

This Billboard Mockup Example is blank but has a built-in design. You can add your company name, company logo, and other important components.



[Source](#)

49. Outdoor Billboard Example

As its name implies, this Outdoor Billboard Example is designed for the outdoors, such as in highways and downtown areas.



[Source](#)

50. Advertising Billboard Mockup Example

The Advertising Billboard Mockup uses a black and yellow color scheme that stands out. It makes for a quality marketing tool for any company.



[Source](#)

Billboard Format

Billboards are literally the biggest type of print advertising material. For that reason, they must look presentable since the public eye will be seeing them regularly. And in order to be presentable, a billboard must have all the necessary components. And that's what we'll discuss briefly here.

1. The Slogan

The slogan is the message that captures people's attention. It's a common and effective component used by other promotional materials other than billboards.

2. The Product or Service

Images of the product or service should be a billboard's center of attraction. It lets the audience know what the company is offering.

3. The Company Brand

The company that owns the billboard must display their brand on it. They should include their official name and showcase their company logo.

4. The CTA

Having a Call to Action or CTA is a must for every marketing material. These are messages such as "Buy Now," "Call Us Now," and many more. A CTA urges the public to buy the product or contact the company for inquiries.

5. The Addition Visual Elements

Billboards need aesthetic enhancement to be attractive. That's why most of them have visual and artistic elements. They help billboards to stand out.

FAQs

What apps should I use to create a billboard?

There are many apps that you can use to create billboards, but the best would be Adobe Illustrator, Adobe Photoshop, and Adobe InDesign. You can also use Apple Pages if you have a MAC computer.

Are billboards effective for advertising?

Yes, billboards are effective for advertising since the public will be seeing them on a daily basis. It's a great tool for building brand awareness.

Can a billboard increase sales?

Yes, a billboard has the potential to increase your sales. It's an advertising material that's displayed in public places with heavy foot traffic. Millions of people will see it and many of them might be interested in your products and services.

How much does putting up a billboard cost?

Putting up a billboard could cost \$750 to \$1,500 monthly in rural areas and \$1,500 to \$2,000 in mid-size cities.

What are the types of billboards?

- Bulletin billboards
- Three-dimensional billboards
- Scented billboards
- Vinyl billboards
- Digital billboards
- Painted billboards
- Mobile billboards