



Effective Sign Design 101

CHECKLIST TO GET YOU STARTED:

First, let's identify your signage needs. This will help to guide your **SIGNWORKS** sign expert in making good recommendations for your needs.

- **Use of your sign:** Are you directing, informing, or selling?
- **Display time:** Temporary or permanent?
- **Display conditions:** Indoors or outdoors?
- **What image do you want to project:** Professional? Laid Back? Playful or fun?
Do you want to coordinate with your current advertising?
- **Who are your target customers:** Whose attention do you want to attract?
- **Viewing distance:** How far will readers be from the sign?
- **Viewing time:** How long will they have to read it?
- **Where will the sign be displayed?** How will it be attached? Will you need the approval of a landlord or local sign code authority?
- **Sign copy and layout:** What message do you want to communicate in your copy? Do you have special logo or layout requirements?

VISIBILITY

Viewing distance is a primary factor. Your sign's lettering must be distinguishable from its surroundings.

<u>Viewing Distance</u>	<u>Minimum required letter height in inches</u>
100ft	4"
250ft	10"
350ft (city block)	16"
1320ft (1/4 mile)	57"

READABILITY

The viewer's ability to correctly read the message is improved by individual letter distinction. Block fonts are easier to read than closely spaced script fonts.

LEGIBILITY

The characteristic of the letters which make them individually distinguishable from other letters - dependent upon choosing the right typestyles and spacing.



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OPTICAL ILLUSION

When you don't have the room for lettering as large as you would like, try using light colored letters on a darker background. The contrast will make the lettering appear larger and easier to read.



SIGNS GIVE YOU MORE FOR YOUR MONEY

By displaying your advertising message on your vehicle, delivery truck or van, you can generate over 600 visual impressions for every mile driven. It's an effective way to build awareness!

Source: Independent study by the American Trucking Association.

A highly noticed sign sends your message to more people per dollar invested than any other advertising medium.

For example, if you display a \$400 sign for one year at a location where just 10,000 cars pass by every day, you've reached over 3.5 million people - over 75 customers for every penny you spent.



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Maximum Impact

However, to maximize impact, make frequent changes to your sign or banner. New messages, graphics or colors will help your sign stand out from familiar surroundings and draw renewed interest from viewers. Displaying the same sign for an extended period of time is less effective.

Better Designs Make Better Impressions.

Add extra color and graphics to increase the appeal of your sign.

COLOR COMBINATIONS AND VIBRATION

Below are some of the color combinations that have proven most effective and easiest to read.

Color selection can dramatically increase readability, especially at a distance. As you can see, some color combinations provide better contrast than others.

