

Use these simple design tips when creating artwork for impactful and legible signs, or let us prepare the design and artwork for you. Contact us and we'll discuss your specific needs.

## Design

**The sign should be organized!**

Layout things in the order you want people to read it. Emphasize key words and phrases with larger, bolder letters and additional colors. Keep in mind that according to the Traffic Audit Bureau, a driver travelling 55 mph can see a sign for six seconds. What this means is keep your message short and simple!

## Visibility

**Size your sign appropriately!**

The sign should be large enough to be seen from a distance that will give you maximum exposure. Good rule of thumb: 1" of letter for every 10' of viewing distance.

## Legibility

**Use a font people can read!**

The font you use is very important for the sign to be effective. The best font to use is one that achieves the desired image without losing the ability to read individual letters.

## Impact

**Add a design element!**

Contrasting colors and unique designs will help your signage to stand out. Graphic elements speed up the time it takes for people to understand the sign's message. People may not read your sign, but they will know what you offer by seeing a picture.



## Color & Contrast

We have a selection of over 50 standard colors for stick-on vinyl letters and graphics. Background and message colors should contrast to provide the best readability at a legible distance. A few contrasting color examples are shown at left.

Custom color matching is also offered (additional charges may apply).

Reflective colors are limited to black, white, red, green, yellow, orange, and gold.

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### Basic

Simple design with legible font and contrasting colors.

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### Standard

Borders speed sign readability by 26%.

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### High Impact

Graphics add visual interest & color improves reader retention by 78%.

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### Maximum Impact

Photos create the highest awareness of all sign categories.

Source: 3M Marketing Study on visual merchandising

## Type Fonts

We offer typesetting in assorted serif, sans serif, cursive and display fonts.

Be sure to check out our Type Fonts selection (see Design Services page).