

Below you will find some examples of the different levels of artwork and sign layouts that are available along with information on how they may impact the people who view them.

4 Elements to Good Signage

Design 🔥 Visibility/Size 🔥 Legibility 🔥 IMPACT



GOOD

This diagram is a fair representation of a basic sign with an outer border. Studies indicate that borders speed up sign readability by 26%.



BETTER

Additional contrasting colors can help gain reader attention and interests more quickly.



BEST

When graphics are added to a sign they help add visual interests and color. Studies indicate that this improves reader retention by 78%.

There are many variables that come into play when designing a sign to be both functional and visually appealing. The diagram to the left combines graphics, varying fonts, a selection of colors, and a custom cut shape to add visual appeal and gain reader attention.



Keep in mind that for the main line of a sign the contrast between colors should be pretty high. However, sometimes varying level of contrasts are needed depending on the desired effect and the target audience of the sign.