

Sign Design Tips

The number one goal of any graphics project is to “Get Noticed”. At High Impact Signs & Graphics, we have a number of software, hardware, and materials options available to help you put your best face forward! We can help you with your design decisions. Here are the design basics you will need to consider:

1. **Visual impact and style.** You can’t get noticed if people don’t look at your signage. With today’s tools, it’s easy and inexpensive to add photos or custom graphics to you signage. Here are a few simple examples of different looks that are available:



Basic text: This type of sign has been around for many years and does a great job of conveying a brief message. When using this type of sign, you need good contrast between the background and the letters and an easy to read font to be most effective.



Text with special effects: Adding a textured background and special effects to the basic text sign gives more visual impact and can draw people’s interest. When using this type of sign, don’t overdo the effects – your goal is still to have people see you message, not get lost in your special effects.



Text with graphics: A picture really is worth a thousand words! It attracts interest to your signage and helps tell people what you have to offer. Use file photos or your own shots of your best work. Also, adding your website address is a great way to quickly tell people where to go for more information.

2. **Readability .** We’ve all seen the unreadable garage sale signs on the corner. Make sure that doesn’t happen to your signage by considering:
 - a. **Font size** – the greater the distance between the sign and the reader, the larger the font must be.
 - b. **Color contrast** - high contrast between background & text colors = better visibility.
 - c. **Legibility** – there are thousands of fonts available – make sure yours is easy to read.

