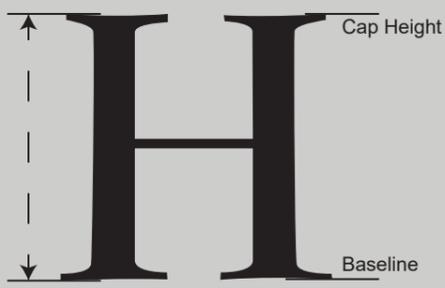


Top 10 Tips When Ordering Signage



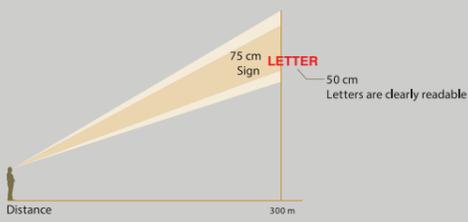
1. Logo Colours & Contrast

Make sure you choose standard colours. A logo's colours are very important in making signage visible - day or night. People often make mistakes when they pick odd, gradient or dark colours, which are difficult to illuminate at night. Also, remember that a sign's colour needs to be in contrast to its background. If the signage colour and background are similar then the sign may not stand out.



2. Letter Height

Signs on buildings are created based on their visibility from a distance. This is dependent on nearby roads, so that drivers can view it, and the amount of external lighting near the sign. Generally, people tend to consider the horizontal distance and ignore the vertical distance. However, the height of the letters is key to ensuring your signage is visible, not only to those that are nearby, but to those that are viewing from afar.



3. Visibility

Is your signage designed for people that are walking or for people that are driving? Remember that people that are driving only have a few seconds to see your sign whilst people that are walking will have more time to take in your brand's visuals. Both the text height and colours should be chosen based on this target audience.



4. Size

Make sure that that the signage is not too big or too small in relation to the space available. Signage should fit the exact space and look balanced. If the sign is too big, it will look congested. If it's too small, people will focus on the empty space around it.



5. Optimum Lighting

People look away from signage that is too bright or too dull. Achieving optimum lighting is important as it makes people look for longer and look again! Care should be taken to decide the illumination level for tricky colours such as green, red and blue.



**Avoid MISTAKES
SAVE TIME & MONEY...**

Adventrix Signs

