



A Guide to Designing Your Sign



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We have put together this simple guide to help you consider all aspects of the signs that you require. We want you to feel confident when making decisions and we're here for you every step of the way.

Before you commission a sign, think...

1. What is the purpose of the sign?
2. How long does it need to last?
3. Where will it be located?
4. Public or private/commercial use?
5. What budget do you have?
6. Message – what do you want it to say?
7. Do you need artwork creating?
8. When do you need the sign?

This will help you to specify what you need to make the process as smooth as possible.





We want to help you to avoid costly mistakes, so here are some things to consider:

Design Do's

- Simple
- Contrasting colours
- Clear font
- Who you are
- What you do
- How to contact
- Consider surroundings - colour and materials to suit
- Outlines/frames
- Assess risks, e.g. sun reflection

Design Don'ts

- Too much info/squeezed on
- Illegible font/accessibility
- Poor quality images (especially when enlarged)
- Hand drawn artwork
- Too much contact info
- Effects such as drop shadow or overlapping shapes

To help you to consider everything, here is an example, which may give you some ideas...



EXAMPLE: "Smith's"

- Interior design shop
- High end audience
- Town centre location
- Proud heritage



Step 1 - Size & Shape

1. Viewing distance - font (size), colour, illumination
2. Available space
3. Budget - materials, how it will be installed, surface to be fixed to



Step 2 - Message & Audience

1. Who is your audience?
2. What do you want your sign to say about your business?
3. What are the critical details to include?



Step 3 - Colour & Contrast

1. Use colour to bring your sign to life
2. What colours best match your surroundings?
3. Do you have any corporate guidelines for branding?



Step 4 - Font & Readability

1. Ensure that the font is easy to read
2. Keep it simple and to the point
3. Make sure that it fits the style and audience



Step 5 - Branding & Images

1. Do you have an image to include?
2. Keep images and illustrations simple
3. Consider how an image will fit with what you do
4. Does it take away from the impact or complete the picture?



Step 6 - Illumination

1. Consider opening times and location
2. Do you need permission?
3. Ensure a suitable power supply
4. Use low energy LEDs where possible



Step 7 - Additional Signs

1. Projecting signs attract passers by
2. Consider height to avoid pedestrian hazards
3. What dimensions are you working to?
4. Use a strong image to capture attention



Other Signage Applications



www.highstreet.signsnow.co.uk

Restaurant

Consider:

- Illumination - what are the opening hours?
- Market - high end or mass market?
- Need for phone number? - bookings or drop in?
- Some privacy in the window for diners - window graphics
- Consider extras such as opening hours or menu displayed outside



www.corporations.signsnow.co.uk/products-services/product/full-vehicle-wraps

Van Graphics/Wrapping

Consider:

- Not too much info- who you are, what you do, contact, photo
- Consider short attention span whilst people are driving past
- Size/shape of surface available - use it wisely!
- Logo on the roof, especially if your vans visit high rise buildings
- Use images to tell a story, not too many words



www.schools.signsnow.co.uk

School/College

Consider:

- Safety - corners, height, position, material
- Anti-graffiti/vandalism
- Tie in colours/logos/existing signage
- Comic sans! Too childlike and unprofessional
- Consider that the main audience will be adults and visitors
- Navigation is the most important function
- Consider any sponsor info that needs to be included
- Does the style/quality fit with the school brand?

What Next?

If you would like a no obligation quote on your signage, plus a free site visit just contact one of our sales team now:

01902 791201

And if you need more ideas or inspiration take a look through our online gallery:

www.signsnow.co.uk/products-services

Our design team are here to help you get the right results. Let us take care of it for you.

