



BIG MOUTH SIGNS

SIGNAGE EFFECTIVENESS TIPS

1. Keep it visible and legible.

Remember that people of all ages are looking through a windshield, in traffic, day and night. They must be able to see and read the sign quickly and easily.

2. Save the details for the sale.

Don't attempt to close the sale with information on the sign. Save that information until the customer has set foot into your business.

3. Keep it simple.

Crowding the sign with too many words or lines of text makes it impossible to read from a distance. Three to five words are optimal for quick readability. Make sure the space between letters is not too tight.

4. Grab attention.

There should be something about your sign that will reach out and command attention. Ideally, the first item should be a large pictorial graphic or your company's logo, but it can also be large, dominating text.

5. Appeal to impulse buyers.

Don't mistakenly think of your sign as merely a device that identifies your business. Realize that 55% of all retail sales are a result of impulse purchases. Your sign should quickly communicate what your business sells.

6. Keep it near the viewer.

Put your sign as close to the street as allowed by the local sign ordinance.

7. Make sure your sign is conspicuous.

Your message competes in a complex and competitive environment. A passerby must be able to differentiate your sign from its surrounding environment. A strong contrast to the building façade (and an easily legible font) is helpful.

8. Avoid obstructions.

Make certain the sign can be viewed without obstruction from any source. Drive past your business from all directions to help determine the most visible placement for your sign.

9. Make it memorable.

Your sign should make your products or services, and location, easy to remember. "Just look for the Big Chicken..."

10. Consider colors carefully.

Too many colors take away from the quick readability of your sign. Use colors to create contrast. Yellow on white is not easily readable. Black on white is very readable.

11. Consistent visual image.

Ideally, the design and the colors of your building should reinforce the design and colors of your sign (or vice versa). Color is probably the easiest and most cost-effective device for this coordination of design for business identification.

Source: U.S. Small Business Administration, "Understanding the Value of Signage."

