

The following information is to assist you in making your signage more effective. It is not presented as hard and fast rules, but rather as a general checklist.

Placement

Signage is best read at eye level (5 ft.)

Background

Consider where the sign will be positioned. A confusing background will diminish visibility.

Spacing

Don't be afraid to use extra space between lines. Extra space around your message can add emphasis and increase legibility.

Size of Letters

Comfortable viewing for people with 20/20 vision is determined by letter height. Distances indicated in the chart below can be followed for most installations.

Letter Height	Average Viewing Distance	Maximum Viewing Distance
1/4"	6 feet	10 feet
1/2"	12 feet	18 feet
1"	24 feet	36 feet
1 1/2"	36 feet	54 feet
2"	48 feet	72 feet

Colour

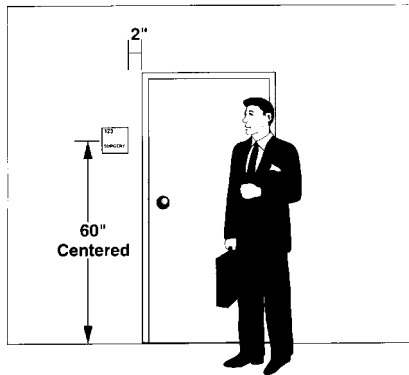
Colour influences. Colour relays emotional messages. Warm colours (reds, oranges) excite and stimulate. Cool colours (blues, greens) quiet, subdue. Colour coding by departments, personnel functions, products, etc., is effective. Standardization of specific colours for constant meanings increases effectiveness.

Sign Size

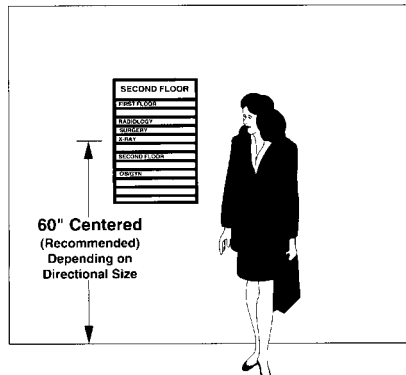
The use of standardized sign sizes in your visual communication program will permit message transfer, not by word alone, but, just as importantly, by size. For example, by making all directional signs the same size you assist the communication process. The eye takes in the first message, and then the next sign of the same size "conditions" the eye to anticipate similar information. This same concept can be applied to any type of sign. Its effectiveness is further increased by using the same colour or colour combination.

In conclusion, be as brief and precise as possible.

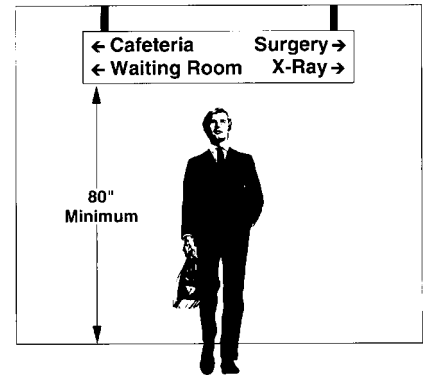
Installation Guidelines



Identification Signs



Directional Signs



Overhead Signs