

# SIGNAGE

# VISIBILITY



# GUIDE



Follow these 7 dos and don'ts for optimum readability

## DON'T OVERLOOK OBSTRUCTIONS:

Having a clear line of site is key to getting your message seen. Over time, trees and shrubs can obscure your sign, so ensure the surrounding landscape is well maintained.



## DO REMEMBER SIZE AND HEIGHT GUIDELINES:

Generally speaking, the bigger the sign and the taller its standing, the better success you'll have in attracting attention. But be sure to check municipal regulations. Many cities have strict signage size and height requirements.

## DO SELECT THE RIGHT SIZE TYPE:

As a rule of thumb, for every 10 feet of viewing distance from your signage, you'll want to increase its letter height by one inch. Some examples are shown below .

Letter Height	Readable Distance
3 in.	30 ft.
6 in.	60 ft.
12 in.	120 ft.
24 in.	240 ft.



**GLORY**

## DON'T DISCOUNT ILLUMINATION:

Even if you're open only during daylight hours, a lighted sign enhances its visibility at dawn, dusk and on overcast days. It also communicates, **"We're open for business."**

## DO AIM FOR CONTRAST:

Use a dark colored background with light letters, and vice versa. The graphic below displays some of the better color combinations for best visibility.

**CONTRAST**

**VIBRATION**

**LOW VISIBILITY**

**HIGH VISIBILITY**



## **DON'T GET TOO DECORATIVE:**

Save your fancy typefaces for your holiday cards! They're difficult to read on signs, even in larger sizes. Among the most popular — and visible — fonts for signage are:

- Bodoni
- Clarendon
- Futura
- Garamond
- Helvetica
- Optima

**\*\*Additional details can be found at  
<https://www.image360.com/resource-center/design-elements> \*\***

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Office or retail signs from one supplier, vehicle wraps from another, and event displays from perhaps a third. It's one way to address your needs — but no way to achieve the coordination and cohesion that distinguish the benefits, let alone the convenience that comes from relying on a single specialist. Right around the corner, Image360® is often the right choice! Call, drop by or email us today.

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