

Signs need to do two things:

Get your audience's attention

**Present your message in a clear,
logical fashion**

- Paco Underhill, *Why We Buy*

Types of Signs

Promotional

Get customers' attention, then tell them something about a service or program.

Wayfinding

Help customers understand where they should go for what they need.

Informational

Tell customers something important, something useful, or something we're required to tell them.

Concepts

Consistency

Do signs look like they belong together?

Complexity (a.k.a. Less is More)

Are there too many messages? Is the message too long to comprehend in context?

Placement

Is the sign in the right place for the message?

Legibility

Can you read the message from the distance at which you're likely to encounter it?

Layout

Is the most important information the most prominent and easiest to understand?