



Article Side

7 Best Practices for Signs and Signage by [Juan Schaar](#)

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Businesses are using signs and signage for advertising and product promotion. Signage is effective in communicating your message. Signs and signage are visually great and descriptive. Here are 10 best practices that you can implement in your signage design:

Short and simple

When you design a signage, use short and simple words. Simple phrases with 3-4 words are fine. Try to write your message in headline style. Your message should be focused and catchy.

Repeat

Make sure you repeat key message at least twice in your signage design. At the beginning and at the end. You can consider using two different signage designs to convey the same message in two different ways.

Call to action

Include necessary call to action in your signage. Call to action will tell your audience what you expect from them. For instance, “Call us for details” or “Visit us online.” Let your audience know they can call you. Include phone numbers, website address and other related information in your signage.

Images

Images convey message more effectively than words. Use an appropriate image in your signage to draw audience’s attention. A simple and relevant image will help your audience remember your message.

Colors and fonts

Be careful while you select colors and fonts for signage. Use easy to read fonts like sans-serif and times new roman. Use contrast colors for background and foreground in signage. It will make signage easier to read by audience.

Review and proofread

Once you are done with designing signage, review it from audience point of view. Make sure all the elements are readable and easy to understand. Fonts should be visible from far. It is very important to check for grammar and spelling. Make all the necessary changes in signage before it goes live.

Placing

Place your signage at the places where they get easily noticed by audience. If you place them at the right places it will help you promote your business or event more effectively.

Signs and signage are the best way to communicate your message in the public. Effective signs will help you promote your business.

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