

Sign Buyer's Checklist

Consider the following when determining your signage needs. Our staff can further help you in recommending what may work best for your project

- What is the main message that the sign needs to convey?
- What image do you want to project: Business/professional? Upmarket/ Sophisticated? Fun?
- Who are your target customers?
- Are you directing, informing or selling?
- What period of time is the sign required for?
- Where will the sign be viewed from?
- Will the sign need to be read by moving traffic? How long will readers have to view sign?
- Where will the sign be placed? Indoors or outdoors?
- Will you need approval of local sign code authority or your landlord?
- What additional signage do you currently have on-site?

Sign Design Considerations

Viewing distance is the most important factor. Your sign's lettering must be easily read and should be easily distinguishable from its surroundings.

Readability is also key. The letters, colors, and background all play a roll in how readable a sign is.

Legibility is enhanced by choosing the right typestyle, spacing and by using capital letters.

Emotion is a consideration when considering the letters and background. Colors not only are a legibility factor but can also create a mood. Also consider that certain phrases trigger emotion. The sign consultants at Long Island marketing Solutions can show you how.

Compliments of:

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