

Style Guide



BEST WITH PHOTOGRAPH

The use of a photo in advertising creates a 30% greater recall than ads without photos.*



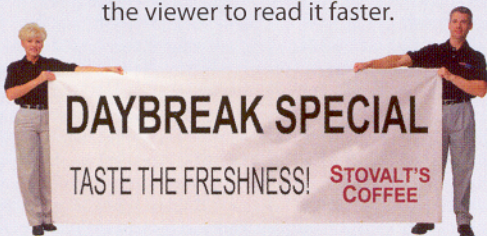
BEST

Full color graphics create the highest awareness of all sign categories.**



BETTER

The addition of graphic elements help organize information and enable the viewer to read it faster.



GOOD

Signs build awareness through low-cost multiple impressions, reinforcing your other advertising media.

*Based on a Direct Marketing Association study on color.

**Based on a 3M marketing study on visual merchandising.

Improve your signs with colors, design techniques and photographs.

VISIBILITY

The closer in distance a viewer is to your sign, the better he or she can distinguish its message and retain its meaning.

READABILITY

Readers can better comprehend messages with designs that provide for individual letter distinction.

NOTICEABILITY

Frequently changing a message's color, lettering, size or shape will continually draw attention to your sign.

LEGIBILITY

The right typestyles and spacing will help make individual letters distinguishable from other letters.

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