



**ATTENTION!**

**KEEP IT SIMPLE, SIGNS.  
BY ERIC ESPITIA**

# WHY SIGNS?



# VISIBILITY

## SIZE & LOCATION



TIP : 1 inch of letter height for every 10 feet of viewing distance.

# READABILITY



1. LARGER LETTERS

2. **bolder typestyles**

3. **additional colors**

Graphic elements help to speed communication. (look a book)

# NOTICEABILITY

- **COLOR CONTRAST**

- **SUBCONSCIOUS  
ATTRACTION**

- ***ENVIRONMENT***



**AVOID**

**Embossing**



**Embossing**



**without effect it looks much better**

**TEXT**



**TEXT**



**It looks much better**





**BLANK SPACE**



**avoid using a gradient**

**without gradient**

it looks much better

**Too Much Color** Using too many colors is a problem while designing and all designers must keep this in mind. Dull colors in a design may make the design look gloomy and not so attractive. While using too many colors may give a cluttered look. It is important to strike a balance between the colors.

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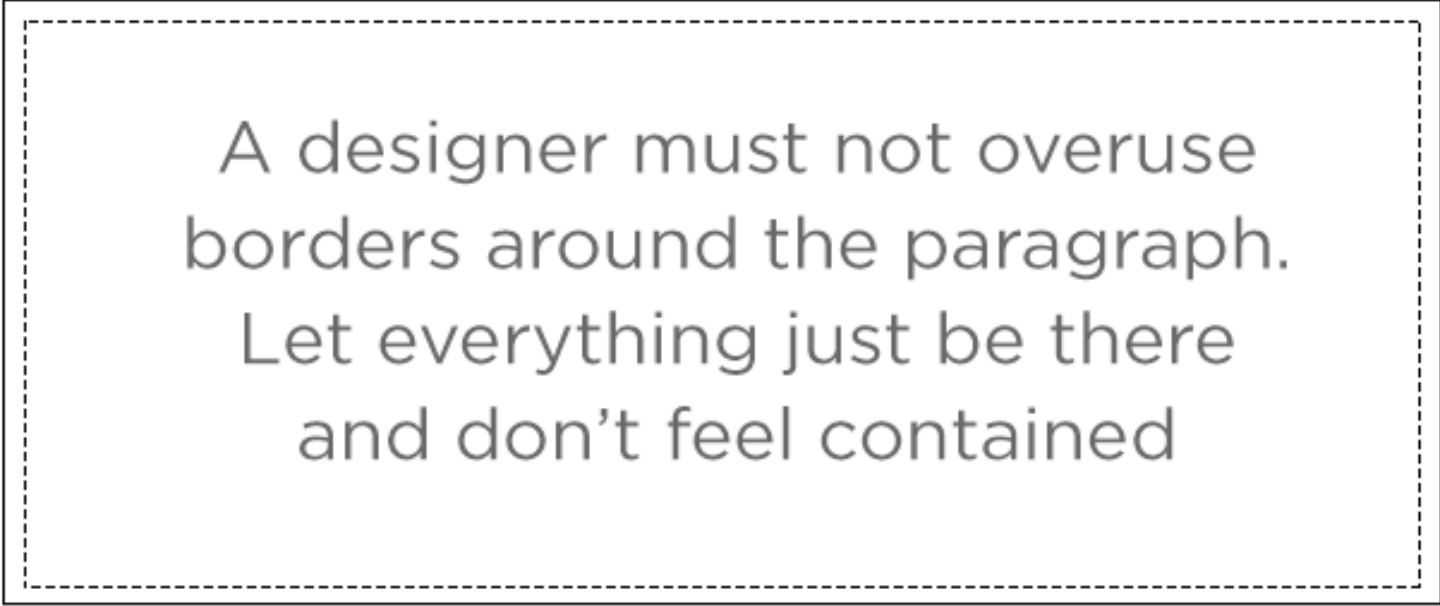


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A designer must not overuse  
borders around the paragraph.  
Let everything just be there  
and don't feel contained

**FANCY FONTS**

**JAY & RAY'S**

PLUMBING &  
GUTTER REPAIR  
SERVICES



*Stretched Vertically*

**TEXT**



*Stretched Horizontally*

**TEXT**



*Choose Condensed*

**TEXT**



*Choose Wider Font*

**TEXT**

# BUSY SPACE



The image features a bright yellow background with a dark brown vertical bar on the left side. In the center, there is a white, scalloped-edged shape. Overlaid on this white shape is the word "REMEMBER" in a bold, black, sans-serif font.

**REMEMBER**



**KNOW THE GOAL**



**DOES IT REACH IT?**

**KEEP IT**

**SIMPLE**



**USE UNIVERSAL  
SYMBOLS**



# MEANINGFUL COLORS

<b>power</b> <b>sophistication</b> <b>mystery</b> <b>death</b>	<b>hope</b> <b>simplicity</b> <b>cleanliness</b> <b>goodness</b> <b>purity</b>	<b>love</b> <b>passion</b> <b>romance</b> <b>danger</b> <b>energy</b>
<b>intellect</b> <b>friendliness</b> <b>warmth</b> <b>caution</b> <b>cowardice</b>	<b>peace</b> <b>sincerity</b> <b>confidence</b> <b>integrity</b> <b>tranquility</b>	<b>authority</b> <b>maturity</b> <b>security</b> <b>stability</b>
<b>life</b> <b>growth</b> <b>nature</b> <b>money</b> <b>freshness</b>	<b>innovation</b> <b>creativity</b> <b>thinking</b> <b>ideas</b>	<b>royalty</b> <b>luxury</b> <b>wisdom</b> <b>dignity</b>

**USE PLAIN FONT**

**A B C D E F G H I J K**

**L M N O P Q R S T**

**U V W X Y Z**

Allways chek for  
spelning erors

