

DESIGN TIPS FOR

LARGE FORMAT SIGNS AND GRAPHICS

- >Bigger is Better
- >Do not Be Wordy
- >Work Your Angles
- >Stay on Brand
- >Use Your Free Space
- >Elicit a Response
- >Light it Up

1. BIGGER IS BETTER

- **Install signs above eye levels:** This ensures the greatest possible sign radius for walking or driving customers to spot.
- **Avoid any obstacles:** Trees, cars, buildings, and much more can affect who sees your signs, so **you got to make sure they can see it to read it!**
- **Be creative and add what you want:** Bright backlighting, branded color schemes, high background-to-text contrast and digital components can make signs appear even **bigger** and **bolder**.

2. WORK YOUR ANGLES

- large-format graphics placements can work on just about any angle if they are free from any obstacles.
- **Corners, awnings, edges** and **walls** can all be used to your advantage.
- Work with what you have, your environment can affect where you place your signs.
- **The less obstacles the better!**

3. USE YOUR FREE SPACE

Using any form of large-format printing lets you refine the entirety of workspace:

- **Window stickers** and **decals**, enlivening empty glass panes.
- **Floor graphics**, putting a further creative stamp on the space.
- **Tabletoppers** and umbrellas for outdoor patio embellishment.
- **Outdoor A-frame** or digital display boards.

4. LIGHT IT UP

- Use LED bulbs or neon fixtures to help a sign pop in direct sunlight, behind protective glass windows and even out with other environmental conditions.
- Customizing your lighting will transform a sign at night!
- Backlit signs are inexpensive to operate.
- LED bulb uses 75% less energy and lasts 25 times longer than normal bulbs.

5. DO NOT BE WORDY

Most people only look at signs for a mere few seconds at most, so keep their attention

- Too many words lose the audience's attention!
- Be consistent and to the point!
- **Big, bold, but short**
- **4 to 8 words** is your best bet

6. STAY ON BRAND

All the large-format graphics and images will be part of your establishment's overall visual communication strategy. You can strategize the most cohesive, on-brand printed materials through the following:

- **Compatible color schemes:** On-brand color palettes include three to five shades you use consistently. Compatible color schemes are especially important if you are part of a franchise or looking to expand.
- **Consistent animations and photography:** Like selecting a core color scheme, opt to pick a feature photography or animation style. Use that style across your print and digital large-format graphics, furthering your unmistakable brand visuals.
- **Consistent fonts:** Businesses should have one to two signature fonts used across all printed materials.

7. ELICIT A RESPONSE

Finally, large-format printing should be action-oriented and experiential. Use window graphics, signage and even tabletop materials to ask questions, provide suggestions or lend patrons reassurance — that is, create two-way moments between your graphics and your patrons. Options to elicit a direct consumer response are limitless but include:

- A window graphics with a delicious looking plate of food with large lettering beneath asking, "Hungry?"
- A wall mural of friends clinking together drinks with the accompanying text, "Who's getting the next round?"
- A businessperson stepping out, briefcase in one hand and a steaming cup of coffee in the other: "Your morning commute just got better."

