

**HOW TO MAKE YOUR SIGNAGE WORK HARDER.** While driving, you spot the golden arches ahead. Are the signs for McDonald's competitors (Jack in the Box, Wendy's or Burger King) as effective? No! Signage is expensive, but effective signage is usually no more expensive than signs that do not stand out from your competition. To improve your look, follow these basic rules. Although every rule is made to be broken, the best sign is the sign that is seen first:

**USING COLOR:** Conservative colors are always less effective than bold colors. Plus, it is wise to avoid metallic colors: gold, silver or bronze. Instead, strong, eye-catching, bright colors are far more effective: red, green, blue, yellow, etc. If your logo colors are conservative, you may need to adjust your style standards.

- ? **Pole or monument signs:** Brightly colored-backgrounds—usually with your name reversed out of the color in white type—are stronger than a sign with a light background.
- ? **Building Fascias:** Another rule is to use white or light-colored letters against a building that is darkly colored (darker brick for example). Use bright or dark colors against a light-colored building (for example, white stone or light stucco).

**SIMPLICITY WORKS:** Today, most developments and cities have strict sign ordinances. Instead of pole signs, monument signs may be required. In addition, signage on your building may be severely restricted. This is another reason why the best signs are graphically simple.

- ? **Shape:** Most signs are square, rectangular or round. Therefore, a different shape will help your sign stand out.
- ? **Simplicity:** The most powerful designs are usually clean and simple—free of multiple complex designs and typefaces.
- ? **Typeface:** Most typefaces are hard to read from a distance. This is why your typeface should be thick and bold.
- ? **Bank Name:** Short names are more easily read than longer ones. As this example demonstrates, the best designs overcome these restrictions through the bolder use of color, shape and a dramatically shortened name.

