



EFFECTIVE SIGN DESIGN



VISIBILITY

Viewing distance is a primary factor. Your sign's lettering must stand out from its surrounding area



READABILITY

The reader's ability to correctly read the message is improved by the design that provide distinction of each individual letter

**HIGH
READABILITY**

**LOW
READABILITY**

NOTICEABILITY

The characteristics of the sign that draws each reader's attention. This is achieved by changing its colour, message, size or shape.



**WESTERN FAIR
SEPT.6**

LEGIBILITY

The characteristics of the letters that make them individual from one another. This is achieved by choosing the right typestyles and spacing properly

typeface *typeface*