



# EFFECTIVE SIGN DESIGN

## MAXIMUM IMPACT

Adding full colour graphics to your design creates the highest awareness of all sign categories.



## HIGH-IMPACT

Adding a border and graphics to your design will add visual interest - and also adding colour will increase the viewers retention by 78%



## STANDARD

Adding a border to the design will increase the time viewers read your advertisement by 26% faster



## BASIC

Signage builds awareness through low-costs using the bare minimum and relying on your other advertising medias

