

## Making Signs More Effective

When designing signs for businesses it is important to remember that the font you choose can make a very big difference in the effectiveness of your signs. We have managed to put these fonts into three categories to make this and our quoting process easier for our customers. We have divided the categories into block, serif and script. You'll notice that in our Instant Quoter we have these three font categories listed. If you're not sure what category your sign falls in, feel free to call us at 800-544-6381 and talk to a sales representative.

When starting a sign design, a few things to consider are:

### **Number of Fonts**

For signs, it is best to stick to one or two different font styles. It can look cluttered and unprofessional if too many fonts are used. Similar styles of fonts are recommended if you do use a mixture of fonts.

### **Upper / Lower Casing**

The use of case is also very important. Starting a word with a lower case and having the rest of the letters in uppercase rarely looks good, neither does a mixture of casing. Upper case is great for using on a single word but you might consider using mixed case for signs with longer messages. The reason is that upper case lettering has no distinctive variations from a distance, whereas lower case letters create a recognizable shape.

To determine the right font for your needs, you'll want to know a little about each one.

### **Block Fonts**

Block fonts have strokes that are the same thickness. Strokes are the main lines and curves that form the shape of the letter. Block fonts almost always have squared-off corners on the edges. This doesn't mean there won't be any curves. A letter "S" or "O" is hard to make without any curves, though some fonts achieve this. But block fonts are more likely to have lots of straight lines and sharp corners than other fonts.



## Serif Fonts

A serif is the small, angled line projecting from the upper and lower ends of the letter. The most popular serif typeface is Times New Roman, which was created in 1931 for the British newspaper The Time. Serif fonts are typically best used when you want to convey a lot of information.



## Script Fonts

Script fonts are stylish and formal. They have a high degree of professionalism and elegance but sacrifice readability. These fonts are designed to mirror handwriting, but can be difficult to read unless designed well. This font should be used with care on signage.



Although these may seem minor, these choices matter greatly. The right font will enable your customers to quickly discern your message; the wrong font may keep them from reading your sign at all. Other things to consider are the surrounding area of the sign, the background color and the placement of the sign. If you ever have questions about your font type you can call our office at 800-544-6381.