

THE. SIGNAGE GUIDE.



davincisign.com

An Overview of Sign Types and How to Use Signage

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World Sign Associates Award Winners: above, Superior Gateway Signage for the City of Superior, and below, Brighton Crossings monument and lantern series by DaVinci Sign Systems.

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SIGNAGE IS THE BEST INVESTMENT



The Small Business Administration (SBA) conducted a study that found that investing in signage is the most cost-effective marketing strategy for small business. The study revealed that a well-designed and properly installed sign can not only increase foot traffic and sales but also create a strong brand identity.

The SBA report showed that on-premise signage, such as storefront signs and window displays, can be particularly effective for small businesses. A well-designed sign can attract potential customers who may not have otherwise noticed the business and can also differentiate the business from competitors in the area.

The study also indicated that signs can provide long-term benefits, as they typically have a longer lifespan than other forms of advertising, such as newspaper or radio ads. Additionally, signage can be viewed as a business asset, as it can increase the value of the property and potentially attract buyers if the business is sold.

Overall, the SBA study highlights the importance of investing in quality signage for small businesses, as it can provide a strong return on investment and help establish a brand identity in the local community.

• Signs are the most effective, yet least expensive, form of advertising for any small business.

• A sign is your introduction and handshake with passers-by, identifying your business to potential customers.

• Signs are always 'on the job' for you, advertising 24/7 and 365 days a year.

• People often judge a business by how appealing its signage/branding is.

• According to the United States Census Bureau, 18% of households relocate each year. As your customers move, you need to replace them with new customers!



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Channel Letter Signage



Top, Bitto Bistro channel letters, and below, Blue Federal Credit Union channel letter signage.

Channel lettering is a type of signage commonly used for commercial and retail businesses. It involves creating individual letters and logos by bending or cutting metal or plastic material into the desired shape, which are then illuminated from within using LED lights. The result is a three-dimensional sign that stands out and is easily visible both day and night.

The term “channel” refers to the space inside the letters where the lighting is housed. The face of the letter is typically made from acrylic, polycarbonate, or metal, and the sides and back are made from aluminum or stainless steel to create a strong, durable structure. The letter faces can be painted or coated with vinyl to create a specific color or finish.

Channel lettering is highly customizable and can be designed in various sizes, shapes, and font styles to fit the specific branding and messaging needs of the business. They are typically mounted on a building facade, but can also be freestanding or attached to a pole or monument. Overall, channel lettering is a popular choice for businesses looking to create a high-impact, professional-looking sign that can be easily seen from a distance.

Monument Signage

Monument signage refers to a type of free-standing outdoor signage that is typically low to the ground and designed to be a permanent fixture in a specific location. It is often used to identify the entrance to a business, neighborhood, or park.

Monument signs are usually made of durable materials such as concrete, brick, stone, or metal, and can be customized to match the architectural style of the surrounding area. The sign may be designed as a single piece, or it may consist of several pieces that are assembled on-site. Often, the sign will

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include a concrete or brick base that anchors it to the ground and provides stability.

Monument signs can include a variety of elements, such as the name of the business or organization, a logo, or other branding elements. The sign may be illuminated, either from within or by external lighting, to make it more visible at night. In some cases, digital signage or electronic message boards may be incorporated into a monument sign, allowing for dynamic content and messaging.

One advantage of monument signage is that it can be highly visible from a distance, making it an effective way to attract attention and promote a business



Top, Brighton Crossings monument signage, and below, Meridian Metropolitan District monument signage.

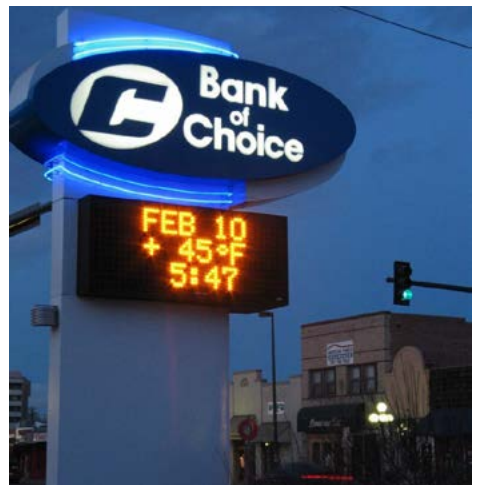
or organization. It can also create a sense of permanence and stability, helping to establish a strong brand presence over time.

Pylon Signage

Pylon signage is a type of freestanding outdoor sign that is often used to promote a business or organization. It typically consists of a tall, vertical pole or pylons that are mounted on a concrete base or foundation.

Pylon signs can vary in size and shape, depending on the needs and branding of the business. They may be illuminated with LED lights, neon, or other types of lighting, making them visible both day and night. Pylon signs can be single or double-sided, and the graphics and messaging can be printed directly onto the sign face or mounted as separate panels.

One advantage of pylon signage is that it can be designed to stand out from



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Prior Page, Bank of Choice pylon sign with electronic message center, and above, Murdoch's Ranch & Home Supply pylon sign.

a distance, making it an effective way to attract attention and promote a business. It can also serve as a landmark or directional guide, helping customers navigate to a specific location. Pylon signs are often used in high-traffic areas, such as shopping centers, industrial parks, and along highways.

Pylon signage is a popular choice for businesses looking to create a high-impact, visible outdoor sign that can be seen from a distance. It is a great way to establish a strong brand presence and attract customers to a specific location.

Digital Signage or Electronic Message Center Signage

Electronic Message Center (EMC) signage is a type of digital signage that displays messages and advertising using LED or LCD screens. It is a versatile and effective way

to promote a business or organization, offering a high degree of flexibility and customization.

EMC signs can be programmed to display a wide range of content, including text, graphics, animations, and video. They can be updated remotely, allowing businesses to change their messaging and promotions quickly and easily. Some EMC signs even have the ability to display real-time information, such as weather updates or traffic reports.

EMC signs come in a variety of sizes and shapes, and can be mounted on a building facade, freestanding structure, or incorporated into other types of signage, such as pylon signs or monument signs.



Foundations Church and FNBO electronic message center/monument combination signage.

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They are typically illuminated with LED lights, which are energy-efficient and long-lasting.

One advantage of EMC signage is that it can be highly visible and eye-catching, making it an effective way to grab the attention of passersby and promote a business or organization. It is also an environmentally-friendly alternative to traditional printed signage, as it reduces waste and can be updated electronically, reducing the need for physical replacements.

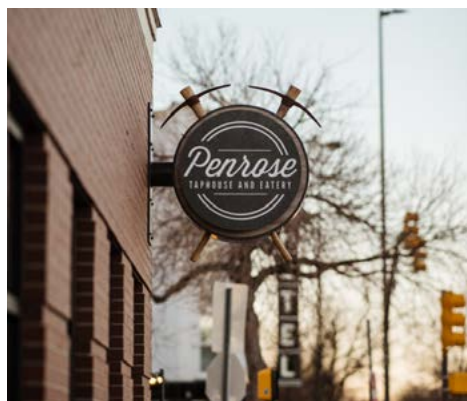
Overall, EMC signage is a popular choice for businesses looking to create a dynamic and customizable outdoor sign that can adapt to their changing messaging and promotion needs.

Blade Signage

Blade signage, also known as projection signage or flag signage, is a type of outdoor sign that is designed to be mounted on a wall or other vertical surface. It typically consists of a narrow, rectangular sign that protrudes from the wall at a perpendicular angle, creating a “blade” or “flag” shape.

Blade signs are often used in urban areas, such as shopping districts, to attract foot traffic and promote businesses. They can be customized with a variety of branding elements, including logos, text, and graphics, and can be illuminated with LED lights for increased visibility at night.

One advantage of blade signage is that it can be highly visible from a distance, making it an effective way to attract attention and promote a business. It can also create a sense of character and charm, adding visual interest to a street or building facade. Additionally, because they project from the wall, blade signs can be seen from different angles, making them more effective at directing foot traffic to a specific location.



Blade signs, above, for Penrose Taphouse and Eatery and Comet Chicken.

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Blade signs come in a variety of materials and styles, including metal, wood, and acrylic, and can be designed to match the architectural style of the surrounding area. They can also be double-sided, allowing for increased visibility from both directions.

Overall, blade signage is a popular choice for businesses looking to create a high-impact, visible outdoor sign that can attract customers and add visual interest to a building facade.

Wall or Building Signage

Wall or building signage refers to any type of outdoor sign that is mounted directly onto the exterior of a building. It can take many different forms, including channel letters, dimensional letters, and wall-mounted signs.

Wall signage is often used to identify a business or organization, provide directional information, or promote a product or service. It can be customized with a variety of branding elements, including logos, text, and graphics, and can be illuminated with LED lights for increased visibility at night.

One advantage of wall signage is that it can be highly visible from a distance, making it an effective way to attract attention and promote a business. It can also create a sense of permanence and stability, helping to establish a strong brand presence over time. Additionally, wall signage can be customized to match

the architectural style of the building, creating a cohesive look and feel.

Wall signage can be made from a variety of materials, including metal, acrylic, and wood. It can be mounted directly onto the building facade, or it can be mounted on a frame or other support structure. Some wall signage can be designed to be illuminated from within, creating a bright, eye-catching effect.

Overall, wall or building signage is a popular choice for businesses looking to create a high-impact, visible outdoor sign



Examples of wall signage (exterior) -- a medical building, and Many Macarons.

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that can attract customers and establish a strong brand presence.

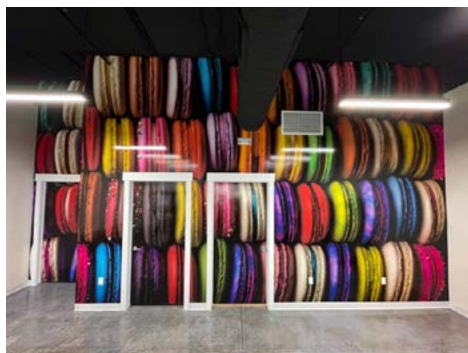
Digital Graphics or Digital Wrap

Digital graphics or digital wrap refer to the process of printing high-quality graphics onto a vinyl material and applying it directly onto a vehicle or other object, creating a custom design or branding. It is a versatile and effective way to promote a business or organization, offering a high degree of flexibility and customization.

Digital graphics can be used to cover a portion or the entire surface of a vehicle, creating a rolling billboard that promotes the business wherever it goes. They can also be applied to other objects, such as store fronts, walls, or floors, to create a unique and eye-catching visual display.

The process of creating digital graphics involves designing the artwork using computer software and then printing the design onto vinyl material using high-quality ink jet printers. The printed vinyl is then laminated to protect it from UV rays and abrasion, and is applied to the surface of the vehicle or object using specialized techniques.

Digital graphics can be customized to include a wide range of branding elements, including logos, text, and graphics, and can be updated or changed as needed. They are often used by businesses looking to establish a strong brand presence, promote a product or service, or create a unique visual display.



Digital wall for Many Macarons by Paige, and exterior digital graphics for Canyon Title.

One advantage of digital graphics is that they are highly visible and eye-catching, making them an effective way to grab the attention of potential customers. They are also durable and long-lasting, able to withstand exposure to the elements and maintain their vibrant colors over time.

Overall, digital graphics or digital wrap is a popular choice for businesses looking to create a dynamic and customizable branding or advertising display that can adapt to their changing needs.

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Gabion Walls

A gabion wall for signage is a type of outdoor sign structure that utilizes gabion baskets as the primary building material. Gabion baskets are wire mesh cages or baskets that are filled with rocks or other materials, creating a sturdy and durable structure that can be used for a variety of purposes.

In the case of gabion walls for signage, the baskets are arranged in a specific configuration to create a wall-like structure that can support a sign or other type of display. The baskets can be stacked on top of each other and anchored into the ground for added stability, creating a secure and long-lasting sign structure.

One advantage of using gabion walls for signage is that they are highly durable and able to withstand exposure to the elements. The wire mesh cages are resistant to rust and corrosion, and the rocks or other materials used to fill them are also able to withstand weathering and erosion.



A gabion wall monument sign for Trailside, A Hartford Community in Colorado.

Gabion walls for signage can also be customized to match the aesthetic of the surrounding environment, using a variety of rock types and colors to create a unique and visually appealing display. Additionally, the baskets can be arranged in different shapes and configurations, allowing for a high degree of flexibility and customization.

Overall, gabion walls for signage offer a unique and durable way to display outdoor signage, creating a visually interesting and long-lasting structure that can withstand the elements and provide an effective means of communication.

Neon and LED Illumination

Sign illumination refers to the process of adding lighting to outdoor signs in order to make them more visible, particularly during low-light conditions or at night. There are several methods of sign illumination, including neon lighting and LED lighting.

Neon lighting involves the use of glass tubes that are filled with gas and placed along the outline of the sign. When an electrical current is passed through the gas, it emits light, creating a bright and distinctive sign display. Neon signs are known for their unique look and are often used for businesses that want to create a retro or vintage feel.

LED lighting, on the other hand, involves the use of small light-emitting diodes that are arranged in a specific pattern along

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the sign. LED lights are energy-efficient and long-lasting, and can be programmed to display a wide range of colors and patterns. LED signs are often used by businesses that want to create a modern and dynamic visual display.

Both neon and LED sign illumination offer several advantages over traditional non-illuminated signs. They are more visible and attention-grabbing, particularly during low-light conditions or at night, and can help businesses stand out from their competitors. They can also be customized

to match the branding and aesthetic of the business, creating a cohesive and visually appealing display.

In summary, sign illumination using neon or LED lighting is an effective way to make outdoor signs more visible and attention-grabbing. Both methods offer unique advantages and can be customized to match the branding and aesthetic of the business.

Architectural Signage

Architectural signage in outdoor settings refers to signs that are designed and integrated into the architecture of outdoor spaces, such as parks, campuses, corporate headquarters, and other public areas. The primary purpose of architectural signage in outdoor settings is to provide clear and concise information to visitors and occupants of the space, while also complementing the overall design of the area.

Architectural signage in outdoor settings can take on many forms, including directional signs, wayfinding signs, informational signs, and identification signs. These signs are often made from high-quality, durable materials such as metal, stone, or concrete, and are designed to withstand the elements and last for many years.

One application of architectural signage in outdoor settings is in parks and recreational areas. In these settings, signage is used to provide information about the park's amenities, rules and regulations, and trail or pathway directions. Signage can also be used to



Above, a classic neon sign for Colorado Cold Connect, and below, a combination LED and neon sign system for Stuft Burger Bar.

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identify key areas, such as playgrounds, restrooms, and picnic areas, and to provide safety information to visitors. Another application of architectural signage in outdoor settings is in corporate campuses and office parks. Here, signage is used to identify buildings, parking areas, and entrances, as well as to provide directional information to visitors and employees. These signs can also be used to enhance the company's branding and messaging, and to create a cohesive and professional look throughout the campus.

Overall, architectural signage in outdoor settings serves as an important tool for providing information, enhancing the user experience, and complementing the overall design of the space.



Two examples of architectural signage: above, the diagonal highway architectural markers near Boulder, and below, the Boulder kiosk on Pearl Street.

Cabinet Signage

Cabinet signage refers to signs that are affixed to or installed within a cabinet or box-like structure, typically used for outdoor advertising or branding purposes. Cabinet signs are designed to be highly visible, often featuring bold lettering, graphics, and illumination to ensure they stand out day or night.

Examples of cabinet signs include:

Backlit Cabinet Sign: This type of cabinet sign is illuminated from within and is often used for businesses that operate at night, such as bars and restaurants.

Cut-Out Cabinet Sign: These signs are made by cutting shapes and letters out of a solid sheet of material, such as metal or acrylic. This type of sign creates a three-

SIGNAGE TYPES

dimensional effect that adds depth and texture to the sign.

Push-Through Cabinet Sign: This type of sign features letters or graphics that are pushed through the surface of the sign, creating a raised effect.

Double-Sided Cabinet Sign: A double-sided cabinet sign is designed to be viewed from both sides, making it ideal for outdoor advertising or branding.

Cabinet signs are often used by businesses to create a professional and eye-catching appearance, and they are an effective way to promote a brand or message to a large audience.

Summary

Whatever your selection in signage type, rely on an expert to help make your decision. Signage is a long-term



Riki's Mexican Grill cabinet sign. It is also in the classification of a wall or building sign.



While this Human Bean freestanding sign is in a combination class, the coffee cup representation is an illuminated cabinet sign.

investment that should keep paying dividends to your company or organization for years to come. If executed with the soundness of location, sign type, appropriate permitting, and quality design and construction, you will have made an excellent business decision!

If you want more explanation and pictorial examples of these sign types, please visit <https://davincisign.com> or engage with an expert at <https://davincisign.com/engage-with-consultant/>.

SIGN PERMITTING

Having a great sign that works for your business doesn't start with design - it starts with a site survey. Electronic signage, monument signs, wall/building signs, and directional signage all fall under permitting requirements within the specific municipalities, and each county and city may have different sign regulations.

Sometimes, residential neighborhoods have even more restrictive sign regulations as to size and type of sign. For instance, sometimes electronic signs are not allowed at all in specific areas. In areas that have historical significance, additional restrictions may apply.

Aesthetics matter! Your signage design should complement the style of the building and feel compatible with the surrounding area. Another factor that comes into play with sign permitting



success is traffic safety and visibility. A visibility analysis would also be part of your site survey with an experienced signage professional.

The way to a worry-free sign project is to use a sign manufacturer that is knowledgeable and has in-house resources to be able to submit permits for its customers. It is helpful to learn the basics of the sign creation process to help create a disappointment-free zone and a path forward to your best possible sign!

DaVinci Sign Systems, Inc. has an in-house permitting department and offers free site surveys with each individualized quote. Remember, navigating the process requires careful attention to detail, experience and knowledge of local regulations, and professional relationships with authoritative bodies.

Still have questions? Ask to speak to a DaVinci sign professional by calling 970.203.9292 or emailing info@davincisign.com to get started on your free site survey, site analysis, and quote.

SITE SURVEY
design
QUOTES
PERMITTING
fabrication
INSTALLATION

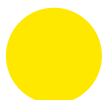
COLOR PSYCHOLOGY



PASSION, WARMTH,
URGENCY, DANGER



COMFORT, RELIEF,
ROMANTIC, EXCITING



OPTIMISM, SUCCESS
CREATIVITY, SUNNY



HEALTH, WEALTH
VITALITY, PEACE



ENERGY, WARMTH
VALUE, PLAYFULNESS



TRUSTWORTHY
SECURE, DEPENDABLE



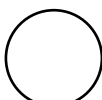
ROYALTY, MYSTERY
SPIRITUALITY



COMPROMISE
NEUTRALITY, BALANCE



ELEGANCE, PRESTIGE
SOPHISTICATION



PURE, NOBLE
CLEAN, SOFT

It's startling to know that **84.7% of consumers** cite color as the primary reason they buy a particular product. Research reveals that people make a subconscious judgment about an environment or product within 90 seconds of initial viewing.

Even though there is a design trend towards minimalism, signage with color is about **42% more read** than black and white signage, as a rule.

It's hard to imagine that color could influence spending habits, but it is proven to be true. Depending on your market, your color choices have a bearing on whether your establishment is 'trustworthy' or 'exciting'. This is the main reason there are so many blues and greens chosen for financial institution logos and signage.

Red evokes a visceral response, one of urgency, which makes it popular for eateries, impulse items, and sale signage. More fascinating still, it is a fact that the sight of red generally increases heart rate, breathing, and activates the pituitary gland.

Brand perception in general is greatly affected by color, although from time to time there are successful companies that embrace unexpected color choices and win by doing so. This guide is merely presented to introduce you to the science of color and to iterate the importance color can have in your signage choices.

EMC SIGN STATISTICS

Here are some statistics that highlight the effectiveness of digital signage:

According to a study by Intel, digital signage can increase brand awareness by up to 48%.

A study by Nielsen found that digital signage can increase sales by up to 33%.

A survey conducted by Samsung found that 70% of people feel that digital signage is more attention-grabbing than online ads.

A study by Arbitron found that digital signage can reach more customers than internet advertising, with 70% of people saying they have seen a digital display in the past month.

A study by InfoTrends found that 55% of people said they were more likely to recall a message displayed on a digital sign compared to a static sign.

A survey conducted by Digital Signage Today found that 63% of people said digital signage catches their attention.

Overall, these statistics demonstrate that digital signage can be an effective way to increase brand awareness, drive sales, and capture people's attention.

To find out more about digital signage, call DaVinci at 970.203.9292 or engage with a sign expert at <https://davincisign.com/engage-with-consultant> today.



ABOUT DAVINCI SIGN SYSTEMS

DaVinci Sign Systems, Inc is employee owned and in its 20th year. DaVinci is the only employee-owned signage company in Colorado. We serve all of Colorado, Wyoming, and Western Nebraska.

Industries served include:

Financial Institutions

Restaurant and Bar

***National Sign Programs
Hospitality***

***Commercial and Residential Real Estate
Firms***

Multifamily Housing

Hospital and Medical

Schools and Educational Facilities

Retail/Wholesale/Distribution

Industrial and Engineering

Churches and Religious Organizations

Municipalities and Government

Since 2004, DaVinci Sign Systems, Inc. has been dedicated to quality, service, and follow up after the installation. We have a full design staff, a permit officer, and skilled estimators to guide you confidently through your signage journey.

Our full inventory of installation equipment, bucket and crane trucks, and other gear, along with our skilled professionals, make DaVinci a perfect fit for any size job, small or large. We offer free sign consultations and quotes, along with practical signage advice and budget guidance.

DaVinci offers sign maintenance contracts, signage repairs, and training on its installed electronic message centers. So whether you need advice, repairs, or just a consultation on which direction to go with your sign system, DaVinci has all the expertise, staff, and equipment to be your partner throughout the life of your business or organization.

The Masters of Sign Cool





Our employee owners get together in the manufacturing facility for a photo. DaVinci Sign Systems is the only Colorado sign company that is 100% employee owned. (Nic Rentfrow photo)

Our Mission And Commitment to You

Following Leonardo DaVinci's lead, we believe in our company as the "Art and Science of Identification". To continue in the footsteps of greatness, we firmly adhere to the strictest standards of quality, customer service, and integrity in all we do, and vow through our actions to be a leader in both our industry and our community, in the Rocky Mountain region and beyond.

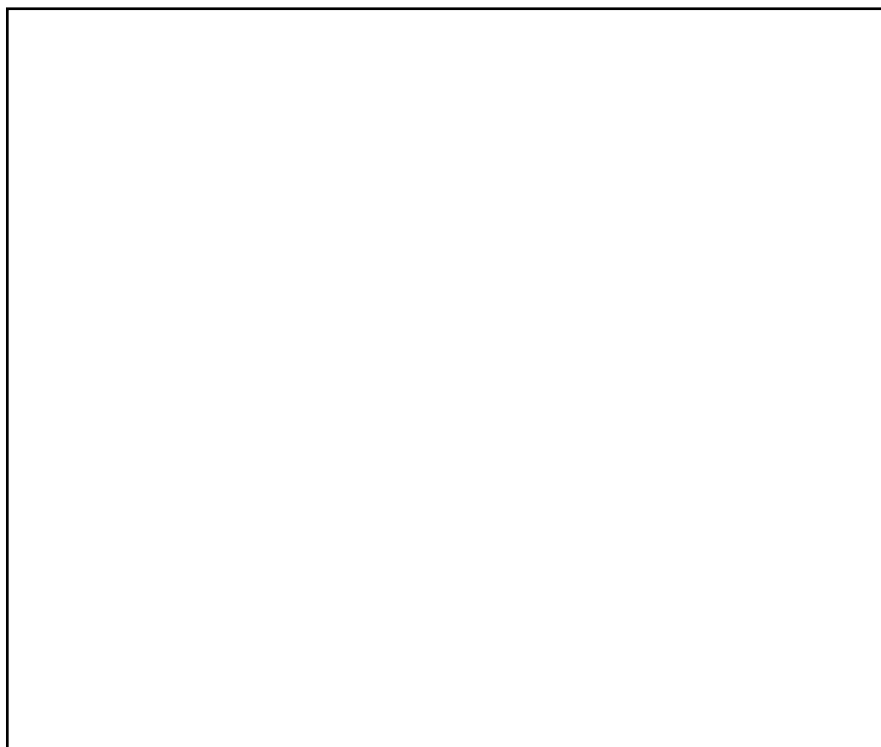
To accomplish this, we promise:

"To use our vast industry knowledge and innovative approach to create safe, durable, innovative, and effective signage to promote business and fuel economic growth, stability, and the longevity of our firm for years to come. We are dream makers, the true visionaries of the sign realm, and the gatekeepers of both fantasy and reality. Our philosophy of continuous improvement and overarching dedication to the trade is what sets us apart, and our passion is what propels us each day."



La Vinci

MY SIGN WORKBOOK



Your own rough sketch of your first ideas for your sign.

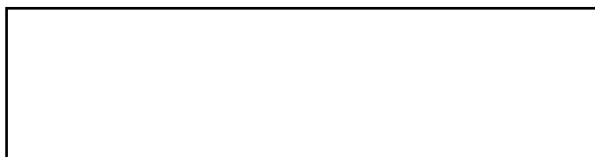
I already know the permitting information for my building ___ yes ___ no

My budget is (range) _____

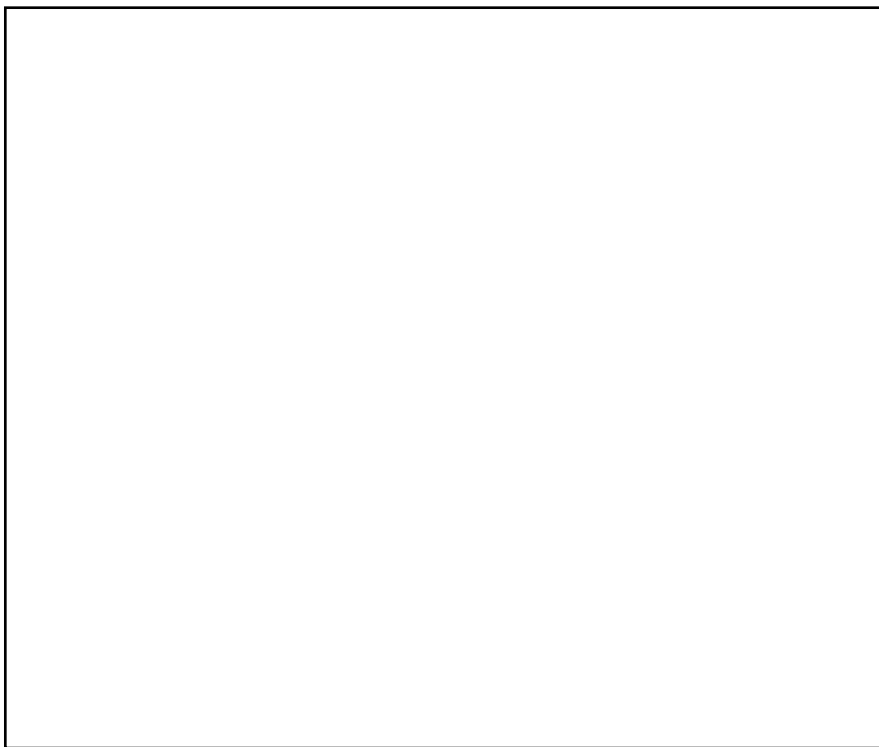
I am interested in a digital sign ___ yes ___ no

I am interested in digital sign leasing ___ yes ___ no

Colors in my logo
or proposed colors to use



MY SIGN WORKBOOK



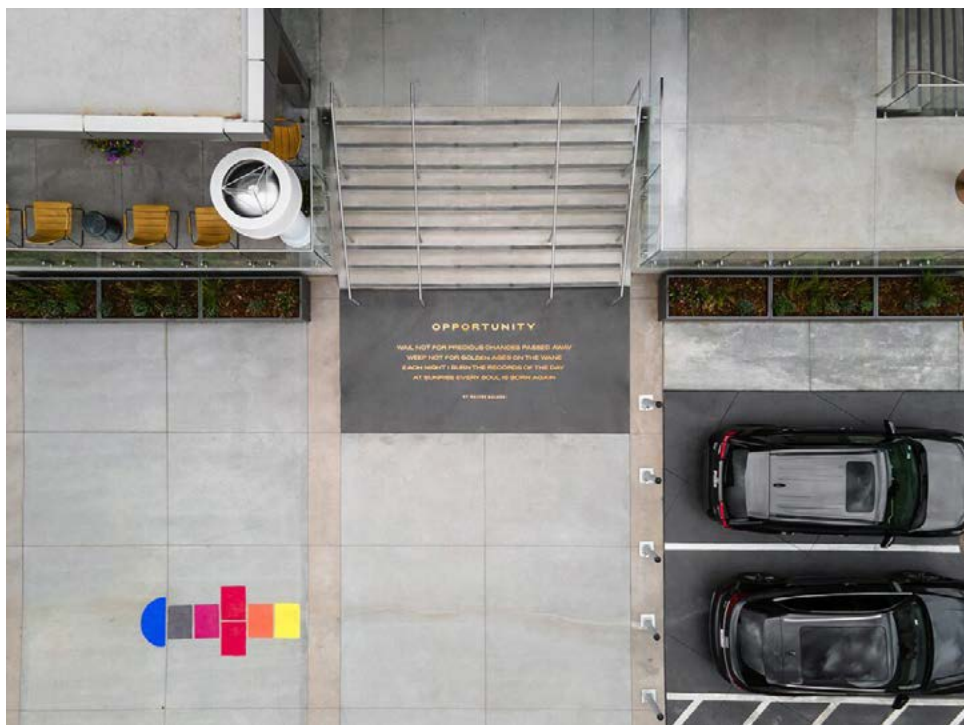
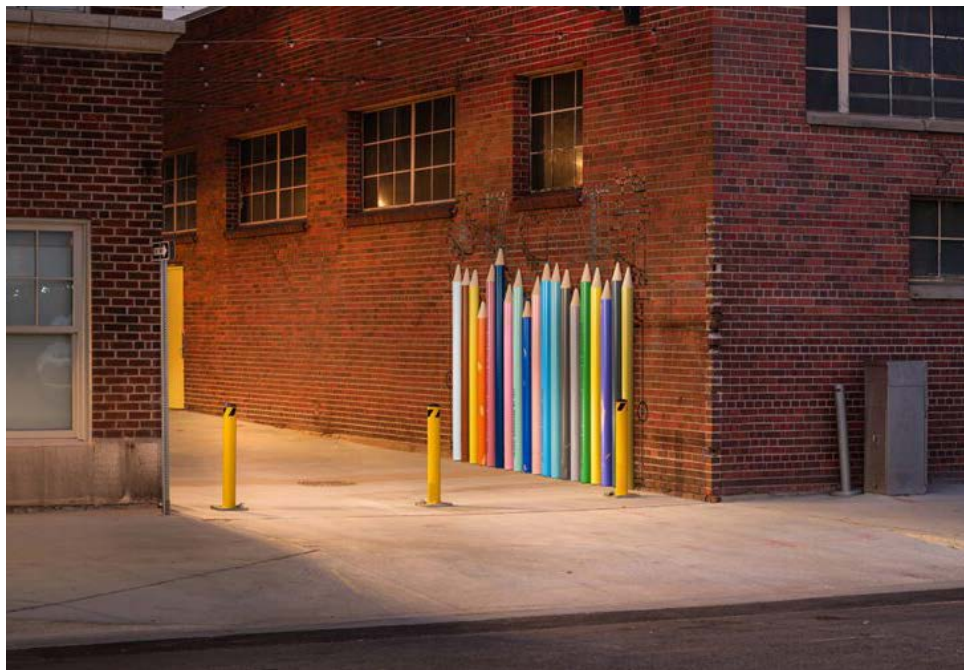
More sketches and ideas

I am interested in interior signage ____ yes ____ no

Signage Types Needed:

Monument Signage	___
Pylon Signage	___
Freestanding	___
Digital (EMC)	___
Wall or Blade Sign	___
Window Graphics	___
Fleet Graphics or	
Vehicle Wrap	___
Interior Signage	___

MORE NOTES AND FREEHAND



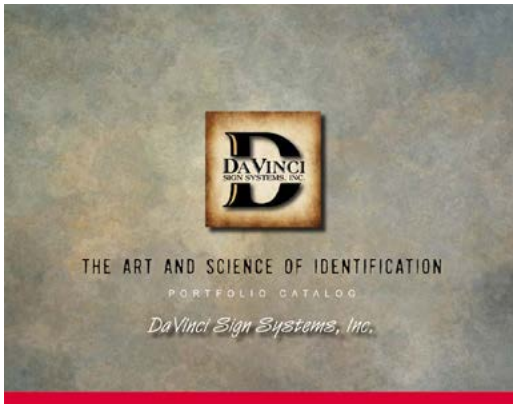
2022 Signs of The Times Award Winner Emily's Alley for The Slate Hotel Denver; original design Art House of Denver and photo credit to Nic Rentfrow of Grizzly Media NOCO.

COMPLIMENTS OF



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View our page turner catalog at
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