

City of Richmond

# Designing Effective Signage

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## The Importance of Effective Signage

Signs are an important tool for businesses to use to advertise and connect with their target audience. The City of Richmond's Sign Bylaw has provisions to help you effectively use signs to offer information and maximize the impact.

The process and support offered by the City of Richmond through the Agriculture Business sign application will enhance beautification, reduce clutter and safety concerns, and help to minimize confusion or distraction and create an inviting climate that makes Richmond an attractive place to do business.

## Due Diligence of Sign Design

In the design phase, it is important to show responsible due diligence and know the sign requirements (size, location, mounting, etc.) to support your business through signage and so your customers can read and understand clearly. The information available in this communication package outlines the provisions and provides access to the Agricultural Business Sign application form to help avoid bylaw violations.



# Tips for Designing Effective Signs

A simple and strong sign will maximize clarity and effectively communicate your message. Signs play an important role in advertising and connecting with your customers.

**Attract customers by avoiding common pitfalls in the design of your sign. Your sign reflects your business and says a lot about what you offer.**

- **Be Brief:** Too much information will overload and crowd readers' senses. Maximize your message by drawing attention with plenty of space.
- **Be Simple:** Stick with one, easy to read font on your signs to reflect a clear message. Using consistent typeface in any marketing material and signage makes your message clear and tells people you know your business and deliver knowledgeable service.
- **Get it Right:** Understand By-law requirements and provisions to avoid costly mistakes (the by-law is enforceable). Also be sure to check punctuation and spelling to be sure you say what you mean.
- **Be Attractive:** Do not over crowd or over-use capital letters. Reflect your expertise and quality product through tasteful signage. Understand how different colours can be perceived and use the contrast to make key messaging jump out.

**Avoid placing signs close to your neighbours or competitors**

Leave enough space to give signs a chance to 'breathe,' to avoid confusion about who delivers what service and where