

Digital Sign Examples

Bad Example



This color combination is hard to read because it is both garish and lacks contrast.

This text is hard to read because it is so small. These sentences also have too many words for this kind of sign because you need to get your message across quickly and every word needs to be important.



Avoid:

- Color combinations that are garish
- Too many words
- Text that is too small
- Misusing the logo; there should be a specific amount of space around it.
- Irrelevant or blurry photos or illustrations

Good Example



The *Awesome* Event

It's at this time, in this place

Link to a website

—YOUR LOGO HERE—

Do:

- Use high quality photos or illustrations
- Limit the number of words
- Be concise and clear
- Text color should contrast with background