

Event Signage Design

Signage plays an important part in communicating information. Most signs are displayed along highways and main roads where traffic is travelling between 80kph and 100kph. Passengers in cars have a very short time span to see and read your message.

Tips to remember:

- A sign does not need to tell the whole story
- Information needs to be clear and concise to achieve its aim
- Keep it short and simple -- up to five words for a headline
- Words should be easily readable and well-spaced
- Words should be written in "Title case" (upper and lower case) – using capitals letters makes it very difficult for poor readers to recognise words at a glance
- Text colour should be bold on a contrasting background to increase visibility.

Below is a sample that can be used as a template when designing your event signs.



A sample event sign template with dimensions 1.8m (6') wide and 1.2m (4') high. The sign contains the following text and graphics:

- Headline: **Australia Day Picnic** (1.8m (6') wide)
- Date: **26 January 2016** (1.2m (4') high)
- Time: **12.30pm - 6pm**
- Location: **Apex Park, Wonthaggi**
- Footer: **Sponsor's logo or details (max 20% of sign)**
- Graphic: Australian flag

For your sign to be effective it must include:

1. Name of event
2. Event location
3. Date and time

NB. BCSC recommended size is 1.8m X 1.2m – this is the same size as for the Newhaven Visitor Information Centre sign board.
Signs should be constructed in weathertex, framed tin or framed corflute.