

10 Steps to Making Effective Visuals

1. Use a border: sign size 1/2" less than signboard size.
2. Use Helva Demi Bold or Impact font styles in capital letters for sign standardization, easy application and readability.
3. Use balanced word proportion and white space.
4. Use reverse text box for instructions.
5. Keep it simple: limit number of words on sign.
6. Establish a color coding system for your Visual Facility.
7. Sign height = 1" for every foot off the floor the sign will hang.
Example: 12"x24" sign should not hang higher than 12 feet.
8. Hanging: zip ties, grommet with s-hooks & chain, 2-way tape, Velcro.
9. Use clear adhesive pouches (www.rochester100.com) to attach labels and other documents to signs.
10. Center of Excellence: locate and denote one area for improvement to start. Create a significant difference.



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