

Designing Good Signs

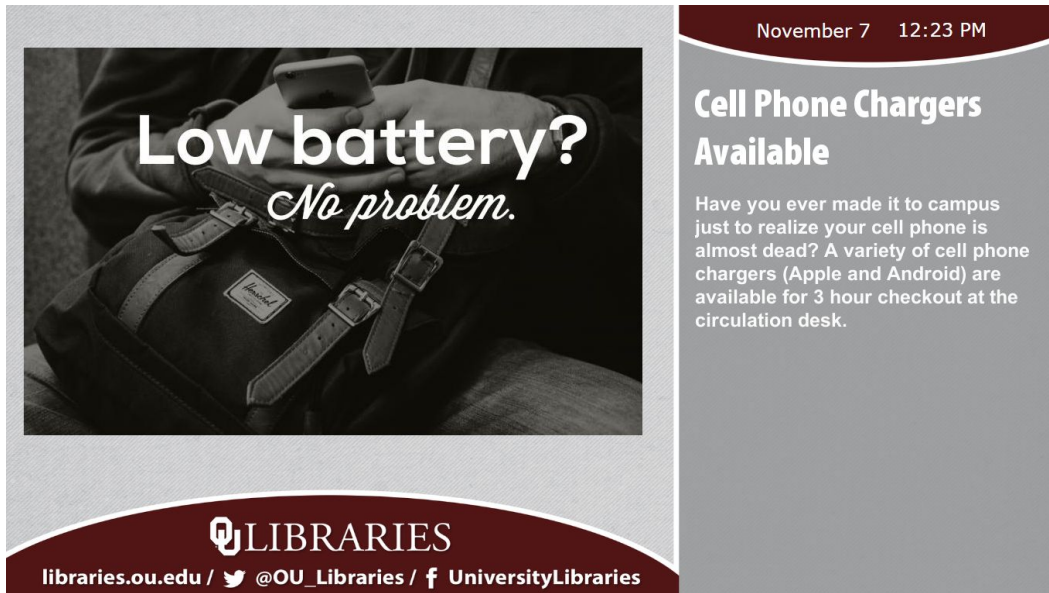
These guidelines are to help you create the most successful digital sign possible. It is essential that digital signs be immediately scannable. The guidelines below are to help you get the maximum benefit.

“The digital signs display on screen for 10 seconds.”

5 Pro Tips For Good Signs

- **Less is more.** More details is not better. Studies have shown that people will not READ the details, but it may also hinder them from absorbing even the basic content. Too much text is like radio static that interferes with the signal.
- **Visual Impact.** Rather than words, focus on engaging images. A single picture of a person's face is more likely to draw a person's eye. People will also look more readily at aesthetically pleasing images. Try using stock photos or the [OU's Flickr](#) account for beautiful eye catching photos.
- **Easy to Remember.** Rather than long text, try one sentence or phrase that will be easily remembered. Also, direct people to a URL, person, or department for more information.
- **Intrigue is the Goals.** With only 10 seconds, the goal is not provide them all the information. It is meant to pique their curiosity and direct them to more information.
- **What, Where, When.** The sidebar of the template is for text so focus on the essential details: what, where, and when.

Good Examples



November 7 12:23 PM

Low battery?
No problem.

Cell Phone Chargers Available

Have you ever made it to campus just to realize your cell phone is almost dead? A variety of cell phone chargers (Apple and Android) are available for 3 hour checkout at the circulation desk.

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This sign features a photograph of a person's hands holding a smartphone, with a messenger bag in the foreground. The text is overlaid on the image. The sidebar text is on a dark grey background with a white border.

This sign features a simple impactful image, a short but meaningful statement, short but specific sidebar text. It is clean with very little “static”.



November 7 12:26 PM

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This sign features a dark blue background with a white shield icon containing an envelope. The text is white. The sidebar text is on a dark grey background with a white border.

If you do submit a sign with text, keep it simple with a bold header and minimal text that is concise. This sign directs users to where they can get more info, and uses bold text to set off this information.