

SUCCESSFUL

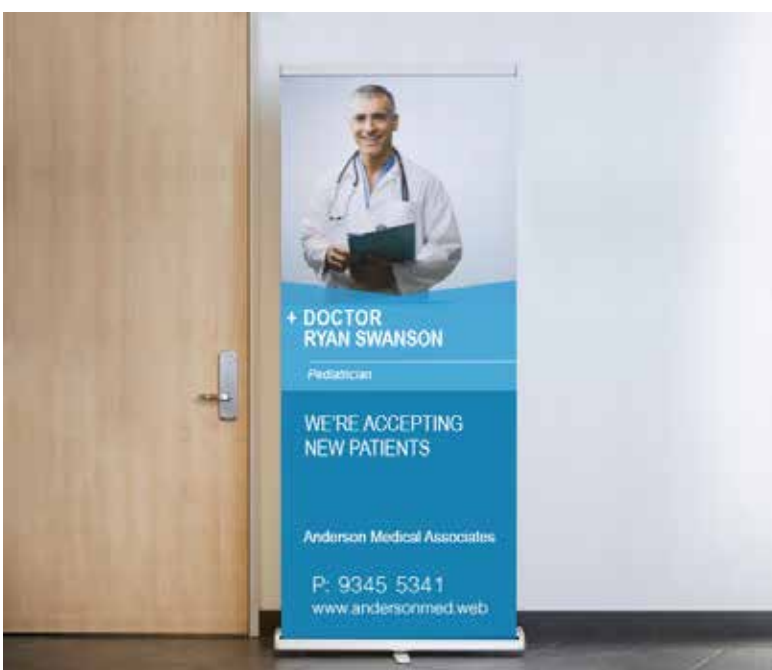
UNSUCCESSFUL



Appropriate imagery and color choices are very important when designing signage. Here the magenta text coupled with black and white photography work well together for a modern salon.



The Font choices and imagery here are not appropriate for this industry. When choosing a photo try to think of the existing colors on a design and how the colors in the photo will work with them.



An indoor sign does not have to have the same bold font choices and size of outdoor signage, the person will be closer and will be able to read it more easily. The fonts should, however, be appropriate to the industry.



The fonts chosen here are not industry appropriate, a mix of script and whimsical, novelty, and some sans serif fonts. Font choice is key when trying to convey professionalism.



A bold sign with all the right colours, the message is to the point - there is no mistaking what this is for.



Colour choice and contrast is just as important as a legible font. If you choose a colour that is hard to read the message will be lost.