

SUCCESSFUL



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.

UNSUCCESSFUL



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 easier. 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 colors, the message is to the point, there is no mistaking what this is for.



Color choice and contrast is just as important as a readable font. If you choose a color that is hard to read the message will be lost