

Take a look! 10 facts for better signage

1

We humans generally tend to look straight ahead. So important signs should always be positioned in a direct line of sight from the entrance or start of the corridor.

6

Bigger pictures attract more attention than smaller ones. Think big: DURAFRAME® information frames are also available in poster size.

2

A picture says more than a thousand words. It takes just 0.15 seconds for our brains to decide whether what we see is relevant.

7

Colour pictures are more likely to be noticed than black and white.

3

Images showing movement are viewed more frequently than static ones.

8

Blue is the colour for mandatory signs – and also ideal for offers.

4

How is the sign attached? Viewers notice that in just 2 seconds. So professionally attached signs will make a good impression.

9

Red is the colour for warning signs – and draws attention to special promotions.

5

Integrating a logo boosts recognisability.

10

Green is the colour of safety signs, and should be reserved for such so that emergency escape routes, first aid kits etc. are immediately visible.

