

Signs are a great way to send information to people without the need to vocalize it repeatedly. Whether they're used for promoting a business, advertising an event, raising awareness, or even for campaign purposes, signs are large enough to get the public's attention easily.

## **Sign Definition & Meaning**

A sign is a printed object that contains text and graphics for conveying information to the public.

This means that it is used by businesses and government organizations to highlight something to people.

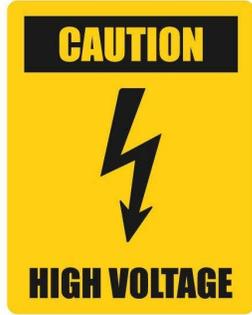
## **What Is a Sign?**

A sign refers to symbols and messages of varying sizes that are placed on walls and near-certain places. They are used to give out instructions or a quick message to people once they look at the sign's content. They are one of the quickest ways of communication for people to understand the printed details with just a glance.

## **10 Types Of Sign**

### **Caution Sign**

This is the most common type of sign. [Caution signs](#) are used by a lot of companies and government organizations. These signs are typically placed in areas where people need to be careful whether it is near a construction area or a slippery floor in the office.



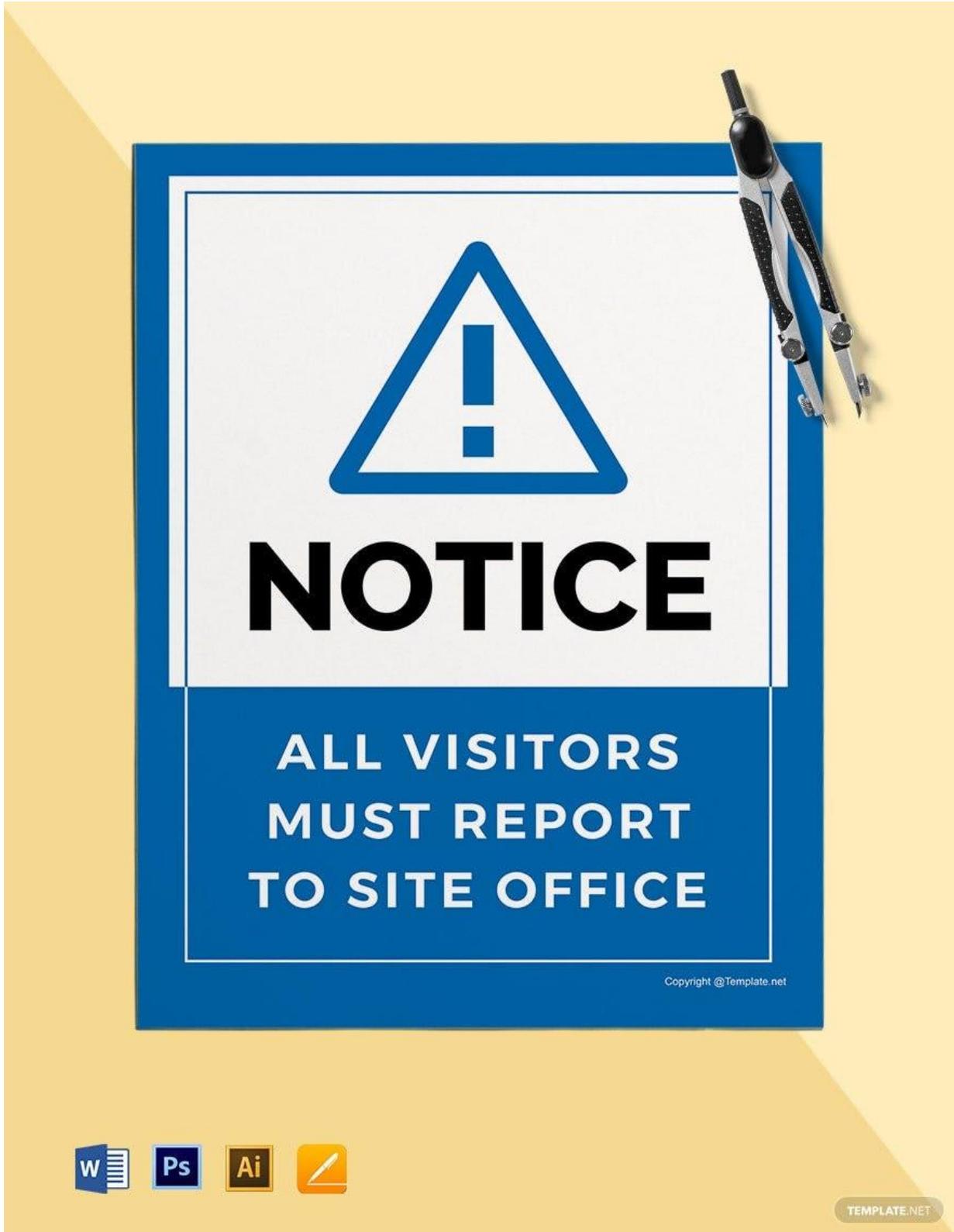
## Danger Sign

[Danger signs](#) are there to warn people of dangers in an area. It could be placed near a construction site or a power line. They are typically placed at a safe distance away from the actual danger and where people can easily notice it.



Office Sign

[Office signs](#) are used by businesses for employees. They typically involve reminders and rules for people to remember. Office signs are usually hung on the walls or areas like the break room, restrooms, and workstations.



Stop Sign

[Stop signs](#) are found on roads and in traffic areas. They are placed by the government to instruct vehicles on where they can stop. They are typically depicted as circular signs in red color.



**Real Estate Sign**

[Real estate signs](#) are used to promote the sales of properties. They are used by real estate firms and agents to attract the attention of potential buyers. They are usually found just outside the property.

**OPENHOUSE**

**FOR  
SALE**



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**Restaurant Sign**

[Restaurants signs](#) are a great way to attract customers. Restaurant owners make use of them and are usually hung either out of the business or within the walls of the place. Most of their content involves promotions and announcements on new dishes.



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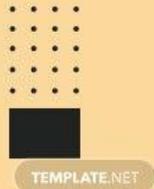
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**Safety Sign**

[Safety signs](#) let people know that the place or area they are in is safe from hazards. This is usually used in tandem with hazard signs, especially on roads. They are typically depicted in green colors so people recognize them right away.



School Sign

As its name suggests, [school signs](#) are placed on school grounds. Their content ranges from school announcements, directions to a room, or warning signs for safety reasons. This helps students and faculty navigate their way around the school grounds easily.



As the pandemic is still ongoing it is important for people to be aware of the dangers of the virus. These [COVID-19 signs](#) are specifically tailored to share information regarding the subject. While they are usually found in medical-related areas there are also signs made for public spaces as well.



**DO NOT ENTER  
THE FACILITY**

**DUE TO COVID-19  
ONLY AUTHORIZED EMPLOYEES  
ARE ALLOWED TO ENTER  
THE BUILDING**

Construction work can be dangerous. That is why [construction signs](#) are placed in areas where work is being done. It is actually required by law that these signs are put up by the company.



# How to Design a Sign

1. Choose a [Sign Size](#).
2. Decide the purpose of the sign.
3. Select the [Sign Template](#).
4. Choose the shape and color.
5. Add your content.
6. Finalize layout and download it.

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## Sign Uses, Purpose, Importance

Having professionally designed signage can make readers take its message seriously. Signs can help remind people of certain rules and regulations. Here are some uses as listed below.

### To Communicate

Communication is key. Signs are a basic way of communication. Street signs and even arrow signs help people navigate or understand what needs to be said instantly.

### **To Convey Information**

Signs can be used to guide and give direction. This allows readers to be aware of what is ahead. For example, user can make a sign that says 'Crossroads Ahead' allowing drivers to know that the road splits apart into different directions.

### **To Advertise**

Signs can be used to advertise. Those used by businesses in particular make use of this. For example, a sign that says 'Silence' in the library can help people mind their voices when they are talking.

### **To Warn**

Warning signs help prevent accidents. Signs such as Stop or Danger signs in particular can save lives. It allows people to know to slow down or avoid a place.

### **For Official Orders**

Signs provided by the government or by professionals are way effective. Because using official signs give weight to the content. People would sooner pay attention to a professionally made signage than a piece of paper.

## **What's in a Sign? Parts?**

### **Color**

It is important for a sign to have colors. They must be eye-grabbing to get the attention of people passing by them. There should be a high contrast between the colors of the content and the background so it pops out really well.

### **Font**

The font of your sign's content must be readable to people even from a distance. Make sure its size is big enough to see but also doesn't take up too much of the sign's space. There must be a good balance of words and other images if there is any.

## **Negative Space**

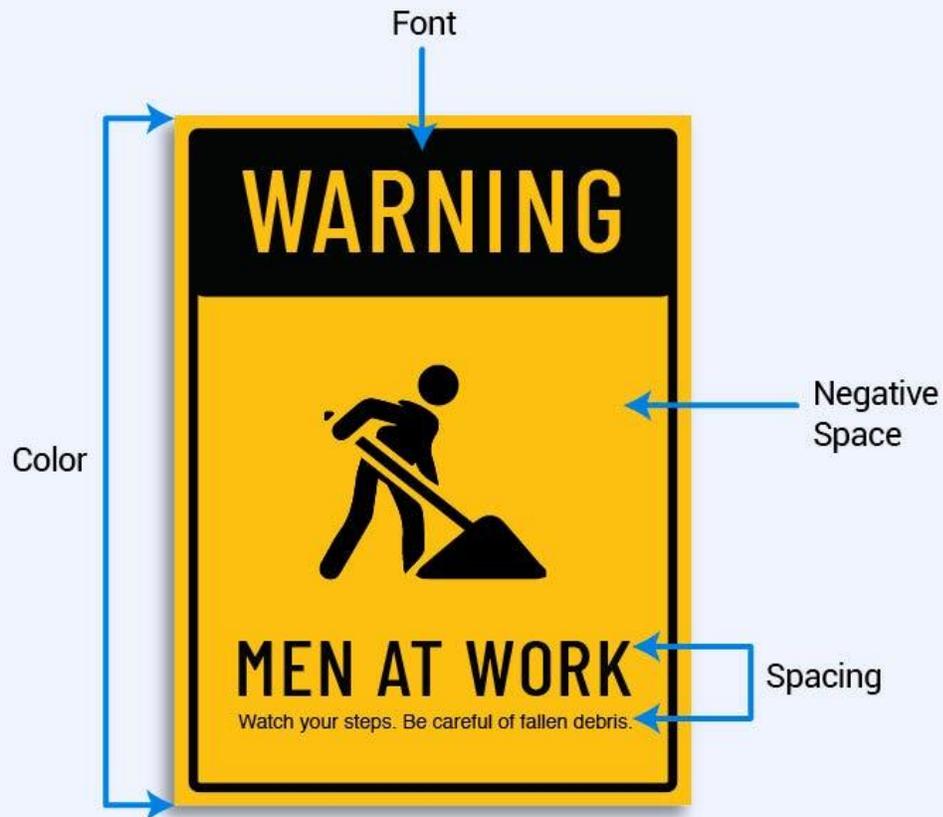
Negative space refers to the part of the sign that lacks any design. It is important to have this so that the main symbol/word of your sign is a lot more visually striking, making it easily seen.

## **Spacing**

Spacing between the words and the symbols of your sign is important. Avoid putting them close together as it might make it difficult for certain people to understand or read them.

# Sign Anatomy

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## Sign vs. Signage

A sign refers to the post placed in an area that displays a message regarding the said area.

A signage refers to the content of the sign itself, as in the words, symbols, and images.

## Sign Sizes

Signs come in a lot of sizes and each one is used appropriately for specific purposes. It's recommended that you familiarize yourself with the different [sign sizes](#) to know which ones work best for the type of sign you're planning to create.

# Sign Sizes

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Types of Signs	Size (in)	
Small Standard Sizes	4" x 6"	9" x 24"
	4" x 12"	12" x 12"
	6" x 12"	12" x 18"
	6" x 18"	12" x 24"
	6" x 24"	12" x 30"
	6" x 30"	12" x 36"
	9" x 18"	12" x 48"
Medium Standard Sizes	18" x 18"	24" x 36"
	18" x 24"	24" x 48"
	18" x 30"	24" x 72"
	18" x 36"	24" x 96"
	18" x 48"	
Large Standard Sizes	36" x 48"	
	36" x 72"	
	36" x 96"	
	48" x 48"	
	48" x 72"	
	48" x 96"	
Standard Commercial Sizes	36" x 120"	48" x 192"
	36" x 144"	60" x 120"
	36" x 192"	60" x 144"
	48" x 120"	60" x 192"
	48" x 144"	60" x 240"

## Sign Ideas & Examples

If you are thinking of how to create your sign and what elements to include, you may take a look at some [sign ideas](#) and examples to gather inspiration for the design and content.

- Sign Ideas and Examples
- Safety Sign Ideas and Examples
- Unique Ideas for Traffic Sign examples
- Danger Sign Ideas and Examples
- Warning Sign Ideas and Examples
- Ideas for Construction Signs and Examples
- Bathroom Sign Ideas and Examples
- Sign-Making ideas and Examples for Parking
- Business Sign Ideas and Examples
- Welcome Sign Ideas and Examples

## **FAQs**

### **What are traffic signs and symbols?**

Traffic signs and symbols are signs found on the streets where lots of vehicles pass through.

### **What does the shape of a sign mean?**

Shapes of signs have different meanings from hazards to orders.

### **Why do we need to read and follow the road signs?**

We need to read and follow road signs to ensure a smooth flow of traffic as well as prevent accidents.

### **What are safety signs for?**

The purpose of safety signs is to provide information regarding safety and health.

## **What color are hazard signs?**

Hazard signs are typically colored red as they easily draw the attention of people passing by.

## **Which is the sign and notice for prohibition?**

Signs for prohibition are designed as a red circle with a diagonal cross at a 45-degree angle over a black-colored image.

## **What are identification signs?**

These are signs that allow people to figure out where they are by pointing out landmarks and structures.

## **What should be included in a business sign?**

Business signs should have a unique design, eye-grabbing colors, and an elegant look to attract the attention of customers.

## **How do you layout a sign?**

When you layout a sign, figure out what design you are going for and then.

## **Why are safety signs green?**

Safety signs are typically green because it is associated with the color of health.