

Kdn
SIGNS



UNDERSTANDING SIGN VISIBILITY

1. Black on Yellow	9. White on Brown
2. Black on White	10. Brown on Yellow
3. Yellow on Black	11. Brown on White
4. White on Blue	12. Yellow on Brown
5. Yellow on Blue	13. Red on White
6. Green on Yellow	14. Yellow on Red
7. Blue on Yellow	15. Red on Yellow
8. White on Green	16. White on Red

BACKGROUND COLORS

BLACK	RED	WHITE	GOLD	ROYAL
NAVY	SILVER	GRAY	TEAL	PURPLE
ORANGE	OLIVE	FORREST	YELLOW	BURGUNDY
BROWN	COYOTE	KHAKI	LIME GREEN	SOFT PINK

BORDER AND TEXT COLORS

BLACK	RED	WHITE	GOLD	ROYAL
NAVY	SILVER	GRAY	TEAL	PURPLE
ORANGE	OLIVE	FORREST	YELLOW	BURGUNDY
BROWN	COYOTE	KHAKI	LIME GREEN	SOFT PINK
CAROLINA	COPPER	HOT PINK	AQUA	LILY PAD



Letter Visibility Chart

LETTER HEIGHT	READABLE DISTANCE FOR MAXIMUM IMPACT	MAXIMUM READABLE DISTANCE
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	750'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

NOTE: The distances will vary approximately 10% with various color combinations. Maximum distance is in color with RED or BLACK on WHITE background. 5,280'=1mi



contact@kdnsigns.com

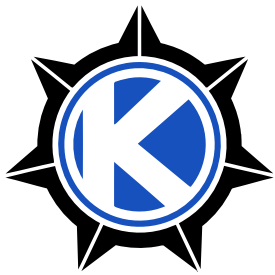
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UNDERSTANDING SIGN FONTS

Serif Versus Sans Serif Fonts



Serif	Sans Serif	Script
In typography, a serif is a small line attached to the end of a stroke in a letter.	A category of typefaces that do not use serifs, small lines at the ends of characters.	Script typefaces are based upon the cursive and often fluid stroke created by handwriting.
Popular serif fonts: Times New Roman, Georgia	Popular sans serif fonts: Helvetica, Arial, Futura	Popular script fonts: Igloos, Berkshire Script

MOST VISIBLE FONTS



THE BEST FONTS for making signs

FAMILY ADORN SERIF	welcome AVALLON	FAITH TABERNA
love BRUSHABILITY	MR AND MRS BELOVED	celebrate LA PARISIENNE
HAPPY PLACE GOLDEN YOUTH CAPS	Grace FLAMINGO	WILD AT HEART NORTHERN SOUL
Farmhouse KATHYA SCRIPT	EST. 2009 FAIRWATER	journey ISABELLA SCRIPT
BLESSED MICROBREW	create OCTAVIA SCRIPT	TOGETHER ADORN CONDENSED
beach house BUTTERMILK FARMHOUSE	GRATEFUL CHARCUTERIE	little one LEGEND SCRIPT
HOME MIDNIGHT OWL	Gather RAGAZZA	

LETTER VISIBILITY CHART

How visible is your signage?

12" Helvetica Letters
Height might vary

ABC 100 ft

24" Helvetica Letters
Height might vary

ABC 500 ft

48" Helvetica Letters
Height might vary

ABC 1000 ft

Based on fair conditions, ideal negative space and optimal contrast.

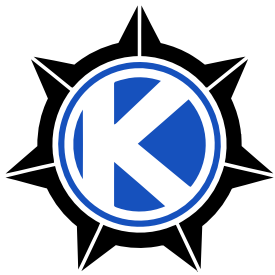
LETTER VISIBILITY CHART

Aa Bb Cc Dd Ee Ff Gg Hh One Inch

Font	12"	24"	48"	96"
Aa	12"	24"	48"	96"
Bb	12"	24"	48"	96"
Cc	12"	24"	48"	96"
Dd	12"	24"	48"	96"
Ee	12"	24"	48"	96"
Ff	12"	24"	48"	96"
Gg	12"	24"	48"	96"
Hh	12"	24"	48"	96"

General Categories of Type Styles

Block (sans serif)	Serifs	Italics
AaBbCc AaBbCc AaBbCc	DdEeFf GgHhIi JkKlLl	MmNnOo PpQqRr SsTtUu
Formal Casual Decorative	Square Round Slant Decorative	Modern Traditional Decorative
SCRIPTS	DECORATIVE	SYMBOLS
PERIODIC		



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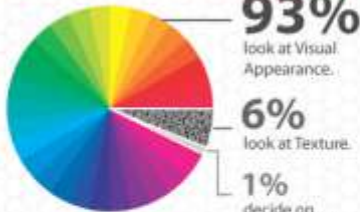
SIGN PSYCHOLOGY

PSYCHOLOGY OF COLOR

84.7% of consumers cite color as the primary reason they buy a particular product.



WHEN PEOPLE BUY



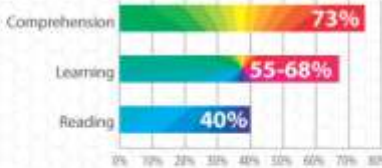
"Research reveals people make a sub-conscious judgment about an environment or product within **90 seconds** of initial viewing. Between **62%** and **90%** of that assessment is based on color alone."



OUTCOME OF THE USE OF COLOR

Ads in color are read up to **42% more often** than the same ads in black and white.

COLOR CAN IMPROVE



PRIMARY COLORS



SECONDARY COLORS

RED YELLOW BLUE ORANGE GREEN PURPLE

COLOUR PSYCHOLOGY IN LOGO DESIGN

white
The color of truth and purity. It is the most common color in logos. It is often used to represent cleanliness, simplicity, and honesty. It is also used to represent peace and neutrality.

yellow
The color of optimism and energy. It is often used to represent happiness, warmth, and intelligence. It is also used to represent caution and warning.

orange
The color of enthusiasm and creativity. It is often used to represent energy, excitement, and innovation. It is also used to represent warmth and friendliness.

red
The color of passion and energy. It is often used to represent love, courage, and strength. It is also used to represent danger and warning.

purple
The color of mystery and luxury. It is often used to represent elegance, sophistication, and power. It is also used to represent spirituality and magic.

blue
The color of trust and reliability. It is often used to represent stability, calmness, and intelligence. It is also used to represent professionalism and authority.

green
The color of nature and growth. It is often used to represent health, vitality, and renewal. It is also used to represent money and success.

grey
The color of neutrality and balance. It is often used to represent modernity, simplicity, and professionalism. It is also used to represent stability and reliability.

black
The color of power and mystery. It is often used to represent elegance, sophistication, and authority. It is also used to represent mystery and intrigue.

Examples: WWF, McDonald's, Red Bull, Barbie, Hallmark, IBM, Aerial Planet, UPS, Swadinski, 007.



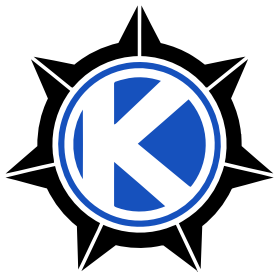
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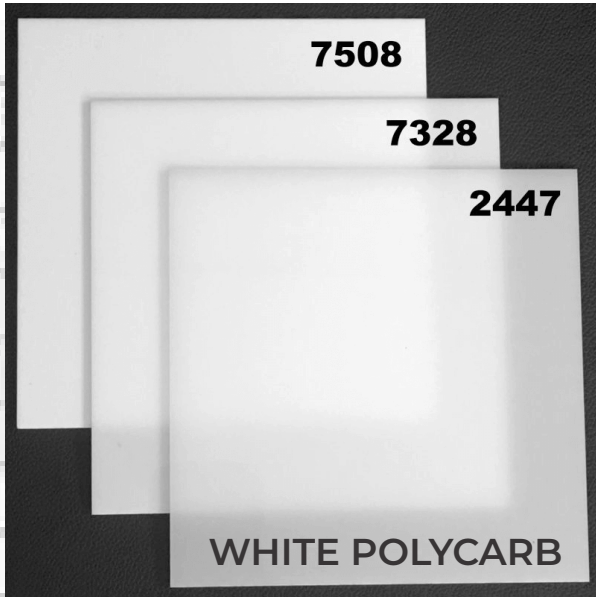


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OUR SIGN MATERIALS



WHITE POLYCARB



Face-Lit Letters



ACRYLIC



Halo-Lit Letters



Face & Halo-Lit Letters



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OUR SIGN MATERIALS



1" Channel Letter



1" Acrylic FCO Letter



1/4" Alum FCO Letter
with stand-offs



Routed Out Copy backed
with White Polycarb



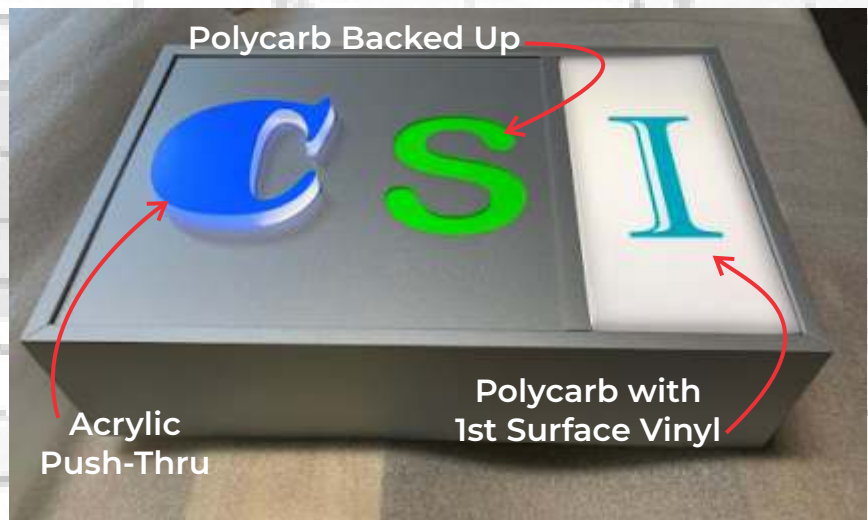
1/2" Acrylic FCO



Routed Out Copy with
Push-Thru Clear Acrylic



Routed Out Copy with
Push-Thru White Acrylic



Polycarb Backed Up

Acrylic
Push-Thru

Polycarb with
1st Surface Vinyl



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