

Signage Design Tips

A practical checklist to help you prepare artwork that looks great, prints clearly and works effectively in the real world.

1. Keep It Simple

- Use one clear message rather than trying to say everything at once.
- Prioritise the information people need to see first: your brand, key message and call to action.
- Avoid overcrowding the design with too many fonts, colours, images or details.



2. Make It Easy to Read

- Choose clear, legible fonts and avoid overly decorative typefaces for important information.
- Use strong contrast between text and background.
- Consider viewing distance. A design that looks great on your computer may not be readable from the road or across a building.

3. Supply the Right Artwork

- Whenever possible, supply logos and graphics as vector artwork such as PDF, AI, EPS or SVG.
- Raster images should be high resolution and suitable for the final size of the sign.
- Do not simply enlarge a small web image — it can become pixelated when printed.



4. Think About Colour

- Use colours that complement your existing branding and remain easy to distinguish from one another.
- Remember that colours can appear differently on screen compared with printed materials.
- For professional printing, artwork may need to be prepared in CMYK rather than RGB.



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5. Allow for Bleed & Safe Areas

- If colour or imagery runs to the edge of a printed sign, allow sufficient bleed.
- Keep important text and logos away from edges, trims, holes, folds and mounting areas.
- You can find templates and instructions on the correct bleed and safe-area requirements for most products on our website.



6. Design for the Environment

- Think about where the sign will be installed, how it will be viewed and what lighting conditions it will face.
- Outdoor signage needs materials and finishes suited to weather, sunlight and exposure.
- Consider glare, shadows, reflections and viewing angles when choosing colours and finishes.

FINAL ARTWORK CHECK

- ☐ Correct spelling, phone numbers, website and contact details
- ☐ Logo and brand colours are correct
- ☐ Images are high resolution and suitable for the finished size
- ☐ Fonts are supplied/embedded or converted to outlines where appropriate
- ☐ Important information is within the safe area
- ☐ Bleed has been included where required
- ☐ Artwork dimensions match the requested finished size
- ☐ The design is readable from the intended viewing distance



Need help preparing your
signage artwork?
Our design team can help.

Call us on 07 4035 4113
or visit expresswaysigns.com.au