

Use DESIGN ELEMENTS to Produce Impact!

1. **EAT AT
JOE'S**

Restaurant name is emphasized with large letters and bold type.

2. **EAT AT
JOE'S**

Adding a border increases reading speed by 26%. Borders are suggested whenever automobile traffic is the intended audience.

3. **EAT AT
JOE'S**

A second color increases retention by 78%. The black outline improves color contrast thereby increasing legibility.

4. **EAT AT
JOE'S**

Special effects can greatly increase noticeability by creating visual impact.

5. **EAT AT
JOE'S**



A simple graphic communicates more information in less time than text alone.

6. **EAT AT
JOE'S**



Digital color graphics communicate even more information than text. These graphics frequently activate other senses thereby stimulating impulse purchases.

7. **EAT AT
JOE'S**



A unique design makes this sign noticeable and will quickly attract the attention of more viewers.