

Sinage System

Writing style:

Titles should be written in cursive, but still easily readable. Secondary statements should be in print. This gives the sign visual hierarchy. The title should be in orange or green in order to grab attention. The secondary information can be in white or the color you have not used yet. Small drawings can be added to these signs to give it more visual interest. Use only the permitted decorative elements from the bank provided and use your best judgment when selecting which drawing to replicate. Refer to the images to the below as reference.

sale! sale!

Sinage Examples:



Required Signage:

The sign below is a required sign for the store. It should be placed near the counter to indicated where to check out and weigh food product. Not all signs have a designated design created.



Labels:

Labels are used on the barrels of pet food to identify what brand the food is, what animal the food is for, and the price per pound. The name of the brand should be in cursive and should be white. The animal the food is for should be written in print and should be green for dogs and orange for cats. The price per pound is written in print and should be white. Additional decorative elements are not permitted on labels due to their small size.



Outdoor Signage:

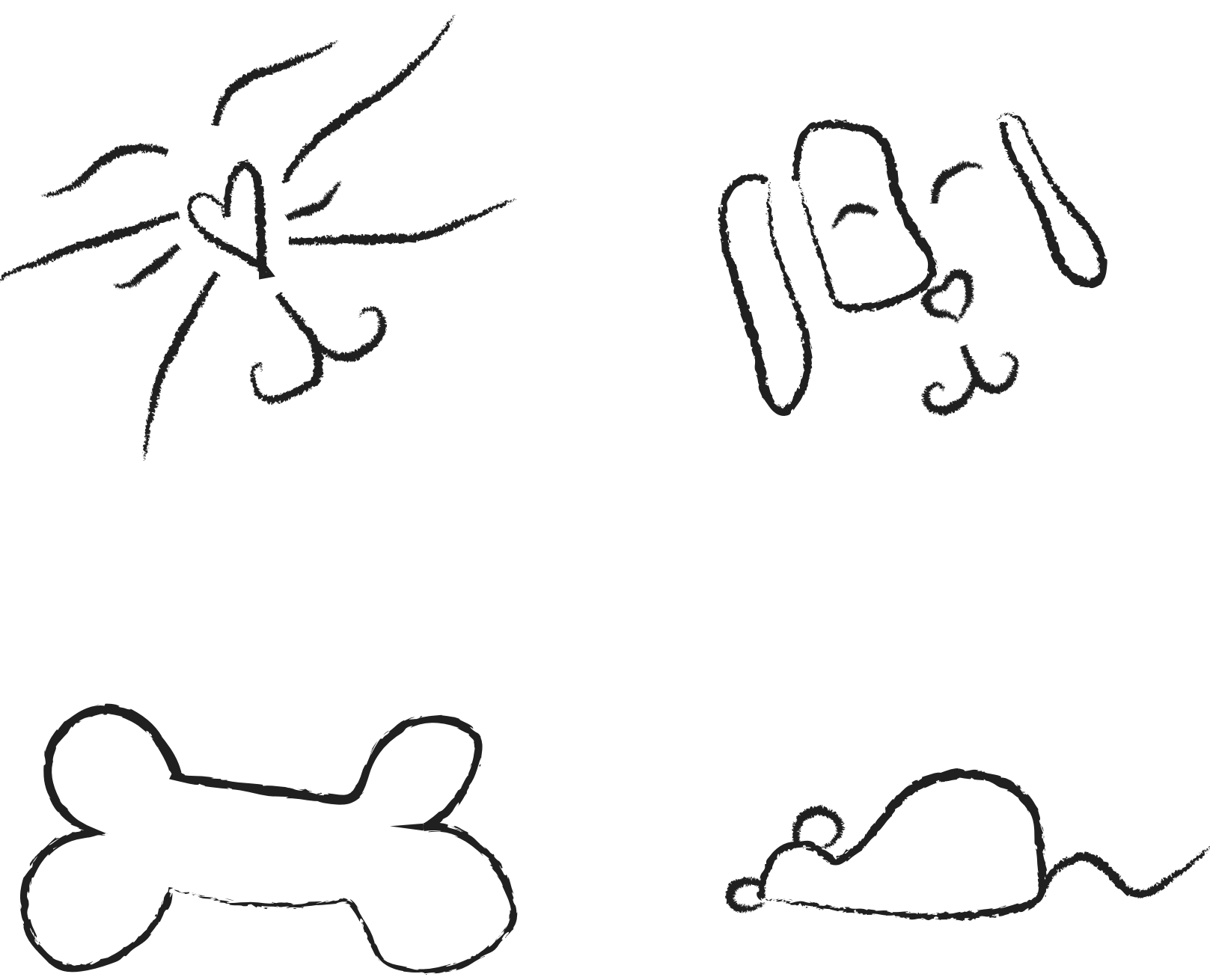
An a-frame chalk board is to be used outside of the store front. This is too attract those walking by and to show the stores hours and any other exciting or necessary information such as what is currently on sale. The sign should have a few drawings from the provided bank of decorative elements. A decorative border can be added much like the one shown below.



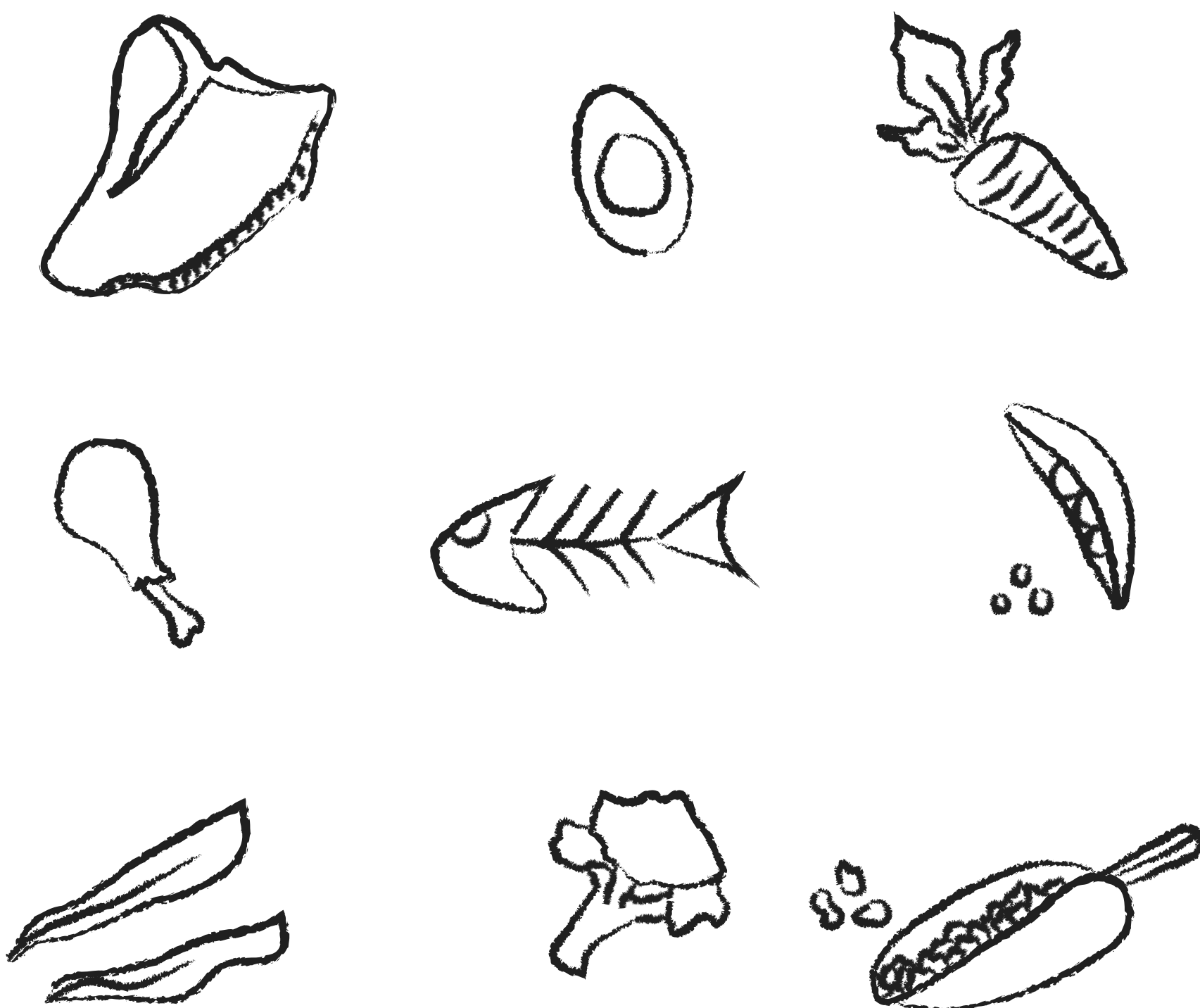
Authorized Sinage Decorative Elements

These are examples of drawings that can be replicated on sinage in order to give them more visual interest. Only us white, green and orange chalk for these drawings but be mindful of your color choice. Do not make every drawing on one sign the same color, be sure to give the sinage variation.

Faces and toys:



Food ingredients:



Extra elements:

