vistaprint

The 5-point sign design checklist

Keep this checklist handy before you order – run these five quick checks over your signage covering distance, contrast, pairing, spacing and finish.



1. Viewing distance

- [ ] Are the printed letters large enough from the intended approach?

2. Color contrast

- [ ] Does the message stand out against its background?

3. Font pairing

- [ ] Have you used no more than two complementary font families?

4. Character spacing

- [ ] Are the letters distinct without awkward gaps?

5. Material finish

- [ ] Have you checked glare, transparency and lighting conditions?