

Commercial Signage Basics

The primary purpose of Commercial Signage is to provide directional information that will help motorists find your place of business. It is important to recognize that in order for a highway sign to be effective, it should be

- ✓ easily detected by the person who needs the information
- ✓ easily read at the appropriate distance so that the driver has time to take the necessary action
- ✓ easily read and understood when seen for a very brief amount of time (often only seconds)

Drivers of motor vehicles are often in situations where there is a great deal of potential information from the roadway environment requiring their attention (eg. signs, other traffic, and weather conditions). A driver may have very limited time to see, read and comprehend the information available on a highway sign. Signs can easily be hidden by other large vehicles travelling on the highway and are visible to a motorist only briefly.

At least a basic understanding of human factors - a driver's capability to sense stimuli (primarily visual), attach meaning to it, and make a correct decision based on the information – typically within a very short timeframe – is important in the design and installation of effective signage.