CURTIS ROGERS
Consulting

LIBRARY SIGN REMINDERS

After creating a sign, go back and start deleting useless or redundant words. Try to get it down to as few words as possible.

Remember that less is more.

- Positive
  - Use polite language
  - Get to the point
  - Use library logo/branding (on almost every sign – it depends)
  - No typos
  - Use correct grammar
  - Appropriate font and font size
  - Use an image that supports content

- Negative
  - Handwritten
  - Verbose
  - Clip art (it depends)
  - Comic sans/ Papyrus font
  - Passive aggressive language
  - Too many colors
  - Too much going on