

Signage Policy

Signage provides information that is not only directional but also promotional, educational, and policy driven. It complements the content on the library website and promotional materials, in addition to the look and feel. A signage policy dictates consistency in language, branding, design, and overall message, thereby promoting user awareness and a visual identity throughout the library. This document defines the types of signs, the overall elements of effective design, and sign installation procedures. It provides policies and procedures that relate to the seamless development of effective signage at the Perry Public Library.

Categories of Library Signage

- Directional
- Policy
- Informational (educational or promotional)
- Labels

Design Elements for Directional, Policy, and Label Signage

All categories of signage shall possess a common look and feel. Their message, language, font type, branding, and overall design will be consistent. Elements described in detail:

1. Font type: Tahoma, Calibri, Stez Sans, and Arial
2. Color choices:
 - a. Background: White
 - b. Top/Bottom Color Block (*if applicable*): Green, see templates in Shared Drive: Signage
 - c. Font color: Green, White, Gray, or Black
3. Shape: Signs will be limited to letter (8.5x11) in portrait or landscape.
4. Branding: Branding will follow the PPL branding guidelines. The use of the PPL logo will be employed.
5. Language: Library jargon and technical language is not permitted. Use plain and simple language, and language must not conflict with library policies. Handwritten signs or labels are not permitted.
6. Message and Tone: Use positive language where possible. The use of "no" in signage text shall be avoided.
7. Visuals: Avoid using clipart on signage. Readily common and recognizable icons, logos, or photographs may be used. Please check with Library Director prior to use.
8. Adhere to copyright laws.
9. Placement: Signage should be placed strategically. Signage posted in spaces not approved by a member of the leadership team will be removed. Showing tape on the outside of signage is not permitted. Signage is to be mounted using double sided tape or rubber adhesive. Preferred mounting is the use of plastic/acrylic or glass sign frames

or holders.

Requesting Library Signage

Signage templates are located on the library's shared drive under *1 Signage - Templates*. When creating signage, staff members shall adhere to the signage policy and guidelines. For permanent and special event signs, staff members shall create their signage using the Signage Policy as a guideline along with the Media Communications guidelines.

Design Elements for Informational Signage

1. Use Canva to design promotional signage.
2. Use the suggested fonts for ease of reading.
3. Special fonts may be used but you must be able to read sign from 10-foot distance.
4. Shape: Signs will be limited to letter (8.5x11) and Tabloid (11x17) in portrait or landscape orientation.
5. Branding: Branding will follow the PPL branding guidelines. The use of the PPL logo will be employed.
6. Visuals: Avoid using clipart on signage. Readily common and recognizable icons, logos, or photographs may be used. Please check with Library Director prior to use.
7. Adhere to copyright laws.
8. All signage not placed in an acrylic wall mounted sign holder must be laminated.
9. Placement: Signage should be placed strategically. Signage posted in spaces not approved by a member of the leadership team will be removed. Showing tape on the outside of signage is not permitted. Signage is to be mounted using double sided tape or rubber adhesive. Preferred mounting is the use of plastic/acrylic or glass sign frames or holders.

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