

Engineering & Design

Design is like art. Everyone has a different opinion about what they like or do not like. It's impossible to please everyone, but when you're designing your signs it's important to remember the purpose for the signs -- and to make sure the sign design will accomplish that purpose.

Foot traffic: If your sign will be seen by walking traffic its important it look as good up close up as it does from a distance. LED signs should be tighter pitch so your walking audience won't see the gaps between the LEDs as they get closer to your signs.

Attenton grabbing: Your colors, logo and branding message should grab the attention of a moving audience. The light and movement of an LED will do that. But your sign messages need to be short and succint. You don't have a lot of time to communicate your message - so keep it simple.

Permanence: Your sign is a landmark for your organization. It should last a lifetime. Peeling graphics, faded sign faces, missing pixels on your LED signs... all send a message you don't want to convey. Good quality signage should last for years.

When it comes time to design your new signs, be aware of the zoning restrictions and requirements. Unexpected restrictions may force you to redesign your signs or result in delays and additonal expense.

Regulatory considerations: Throughout the US, the sign regulations governing the size and type of signs allowed at any specific location can vary greatly. Some areas of the US are designated as "night sky" restricted. In these areas sign lighting after 8 pm is prohibited. In some regions lighting is completely restricted.

If your organization is located within a residential neighborhood you may find there are a number of restrictions for any signage. LED signs may not be allowed at all. Or they may be allowed but only allowed to operate within specific times of the day.

In areas that experience high wind events such as tornadoes or hurricanes, your signs may have to meet stringent wind load requirements. In hurricane zones, wind load requirements can be as high as 160 mph. Wind load is determined by the surface area of the sign. The larger the signs... the greater the resistance. This results in a need for a larger foundation and with a greater depth. Sealed engineering drawings will be required to prove your signs can meet those requirements.

In colder climates you may be required to set the sign foundation at a specific depth to meet frost line requirements. When the ground freezes and thaws, a foundation ABOVE the frost line can shift and move. Again, sealed engineering may be required to prove your build meets those requirements.

Experienced sign professionals will consider the regulations and engineering requirements when designing your signs to help you avoid costly mistakes.