

SIGNAGE GUIDE

Considerations to make with your signage

* Every person is unique and will experience the world differently, what may work for one person may not work as well for another. These are suggestions to try to help as many people as possible.

Considerate signage can help manage people's anxiety. It helps people know what to expect.

Use simple colours that are not too bright. Avoid red where possible and use blues, soft greens or even light pinks.

Avoid underlining, italics and all capitals

Write in plain language. Do not use figure of speech terminology.

Avoid shiny surfaces.

Use signage to manage expectations e.g. identify areas that are dark, noisy or busy.

Use contrasting colours to highlight key elements

Perhaps provide an 'emotions thermometer' to allow people to visually communicate their anxiety.

Avoid busy patterns.

Simple and consistent information with no clutter.

You could assign 'sensory ratings' to areas, attractions and experiences to manage stimulation expectations.

Communicate clearly. What do you want people to do and where do you want them to go?

You could create a sensory map to show what activities or attractions will affect what senses.

Use sans-serif fonts.

Use common icons.

