How to create engaging digital signage

Solutions for your business
To make sure that you are greeting visitors with visually compelling digital signage, be sure to follow these tips:

**Overall appearance**

If people have to squint or get within a few inches of your sign in order to read it, then it isn’t serving its purpose. Help out visitors by making sure that text is short and concise. Readers are looking for a quick reference and don’t want to have to read through extensive instructions. Utilise bullet points and short phrases to avoid a directory that looks cluttered.

As a general rule of thumb, you should try to keep phrases within 3-4 words to achieve a clean appearance. This will also force you to eliminate any extraneous information and focus on only providing details that are completely necessary.

**Don’t overdo it**

Technology allows you to be creative with design. However, adding attractive details “just because” and without a functional purpose does not add to the overall appearance and functionality of your digital lobby directory. Keep it simple.

Remember that the main purpose is to convey important information in an easily digestible format. Too many design details can be counterproductive.

**Take lighting into account**

Both natural and artificial light will affect how your digital signage appears to visitors and how easy it is to read. Keep in mind that natural light will shift throughout the day and while your sign may be easy to read in the morning, you need to test it for legibility throughout the day.
Choose the right colours

Reinforce your corporate colours as much as possible to give your signage an “on brand” look and feel. Colours are an important tool that can be used to reinforce your branding and create a certain mood or evoke a particular emotion.

Choosing the right colours significantly influences whether your digital sign is legible. If background and font colours are too close in hue, text will be difficult to read. At the same time, you want to look for colours that complement one another.

Harsh contrasts or text that’s too bold will not only make signage difficult to read, it will also make it look poorly designed and unprofessional, which ultimately reflects poorly on your business.

Advertisers, marketers and designers have spent decades studying the psychological effect of colours and how they can be used to influence consumers:

- Warm, bright colours are highly visible and tend to make objects seem larger. They also convey a sense of welcoming.
- Cold, bright colours, such as azure, silver and lavender are typically associated with a modern and professional feel.
- Cold, dark colours, including navy, green and violet convey a sense of stability and quality. However, you have to be careful about using them to highlight content because they tend to blend with other colours rather than producing a rich contrast.
- Warm dark colours, including purple, brown and gold express a sense of tradition and classic design. They are associated with luxury. As a result, they are often used for businesses that offer more exclusive services such as financial consultants and architects.

Choose the right font

As with the colour choices, the same can be said for font usage…Reinforce your brand look and feel as much as possible by consistently sticking to your corporate fonts. Certain fonts are continually used in newspapers and digital publications because they have been proven easier to read. Stick to serif fonts and avoid anything with too many flourishes.
It can be tempting to try and choose a unique font to try and enhance your digital signage, but this is another area where less is more.

**INSTEAD**

- Use bullet points and headlines to draw attention to certain points.
- Do not rely on using several different fonts on one screen in order to separate information. This will inevitably lead to clutter and make any sign harder to read and less functional.
- Consistent font styles and sizes will create a uniform look that is clean and professional.

**Carefully arrange elements**

We are an increasingly visual society. Instead of reading long form articles, we look for slideshows or top ten lists. You can use this to your advantage by including more visual elements that enhance any text. Carefully arranged visual components can improve any message you are trying to send.

Ask yourself: Are additional elements adding to the overall appearance of my message or simply creating a more chaotic screen.

**Avoid typos**

This may seem obvious, but it simply cannot be stressed enough: Triple check your signage in order to avoid any errors!! Whether it is typos or incorrect information, mistakes will make your company look unprofessional and cause visitors to lose confidence in your abilities to provide quality goods and services.

SEQ can supply and install a huge range of quality screens from video walls to digital floor standing kiosks to interactive flat panels to weather proof enclosures that protect your investment; Enquire with us today sales@seq.net.au or 3390 1644