

## **What Makes an Effective Sign**

Signage must address human behaviour factors. On highways, where speeds exceed 90 km/hr, effective signage must consider:

- Drivers have a limited time to locate and read a sign.
- Consistently sized and offset signage is spotted more readily by drivers.
- Drivers must continue to watch the road.
- Legibility distance.
- The smallest critical detail must be legible.
- Signs must contrast with the background.
- Sign must be read quickly.
- Sign must contain only information that is needed.
- Sign letters must be of sufficient height (min 15 cm) and spacing.
- Sign letters must be of a specific, clear font for highway visibility.
- Sign symbols must be understood by the driver.

Note: Based on research provided by Allison Smiley, Ph.D. CCPE, Human Factors North Inc.