

Special Event Signs Design Guidelines



To ensure maximum readability and safety, please follow these guidelines when designing your special event sign to be displayed on a City of Carlsbad sign kiosk.

Letter Size	The height of a capital "T" in the selected font should be a <i>minimum</i> of 5 inches. Smaller letters cannot be easily read by drivers.
Font	Bold, san serif fonts are easiest to read. Avoid thin, italicized, condensed and ornate font styles.
Amount of Text	No more than 5 lines of text. Leave blank space rather than filling the entire sign with text and images.
Colors	Contrast between words and the background should be emphasized. Use light letters on a dark background or dark letters on a light background.
Prioritization of Information	The event name and date should be given the most prominence. A website for more information should be the next most prominent text.