



BACK-TO-SCHOOL SIGNAGE

When the bell rings for the first time this fall, be prepared

PRINCIPAL >

AUDITORIUM >

< LIBRARY

< GYMNASIUM

With summer drawing to a close and the new school year about to begin, it's a perfect time to review your signage and graphics needs—whether you're the administrator of a preschool, grade school, high school or college—and no matter whether it's public, private or parochial.

Here are some considerations that will make the grade in your back-to-school signage efforts:

Welcome banners: Nothing greets new or returning students, parents and staff quite like large, colorful banners. Consider mounting one at curbside or in front of your facility to alert people to your location. Suspend another over the main doors or other important entranceways to cue visitors as to where to go. Other popular school welcoming solutions include posters mounted in A-frames as well as wall or window graphics.

Directional signage: Orientation is key to the efficient operation of any learning facility, so you'll want to make sure all locations are well identified and clear directions are posted. Begin with your registration area but also think "big picture." Are there classrooms, buildings or even sections of campus to which you'll need to direct students? Will you designate selected lots in which to park? Some signs such as those alerting new dormitory residents where to unload their items may need to be temporary or recyclable from season to season, while other solutions will call for greater durability and permanency.

Sports graphics: Athletics are an integral part of most educational experiences, so you'll want to instill school spirit and build enthusiasm with interior and exterior banners. Also consider wall, floor and even ceiling graphics that spur on your team, be they "Blue Jays" or "Titans"! Are your signs up to date? Should they perhaps note a championship effort from the year before? While you're at it, inspect your arena or playing field's scoreboard. Right before the beginning of the school year is an opportune time to repair, update or even replace it.

Club, activity and event signs: With choral groups, chess clubs and even robotic competition teams, it's likely your school has organizations in need of signage such as "Debate team meets here." And that's not to mention the plays, musicals and other events these groups will hold throughout the school year. From banners to posters, graphics, ticketing tables and more, just about every group and performance will need signage or displays of some type.

ADA signs: Required under the Americans with Disabilities Act, ADA signs are likely posted in your school unless it's new construction. That said, you may wish to assess your current selection with an experienced signage pro to help determine if it's up to date and complete. While its presence is mandated by law, there's no regulation that says ADA signage must look institutional. Many administrators today are updating their ADA signage with school colors, typefaces and graphics to complement their design theme while adhering to federal regulations.

Recruitment graphics: Many preschools, private academies and colleges must compete for students and—given the advent of open enrollment in many districts—so do a lot of public schools. Often these efforts take the form of open houses for which welcoming, promotional and directional signage is needed. Many schools must also contend for teachers at job fairs. If this describes your school or district, make sure your job fair location stands out with signage. You will also want to consider attractive and professional booth options, including tabletop displays as well as fabric backdrops.

CONTINUED >

One final suggestion? Conduct an audit or walk-through of your building or campus with a signage expert prior to the start of your school year. In addition to the ideas presented above, together you may identify lobbies, offices, cafeterias, locker rooms, storage areas, bleachers and elsewhere that might benefit from promotional, informational or directional upgrades!



For more information—or expert assistance—contact Image360

A national resource with a network of nearby Centers, at Image360 we distinguish ourselves not only with comprehensive solutions, but also professional results. With us, you can be sure that colors and designs remain consistent across many applications, serving to unify your efforts. Best of all, Image360 is consultative; collaborating closely with you from imagination through installation to attain the high quality you seek, while adhering to your timeframe and budget. Call us today and let's get started!

***Graphics that enhance, signage that works,
displays that inform™.***

©2016 Sign & Graphics Operations LLC. All rights reserved. The trademarks and copyrighted designs contained herein are the property of the respective owners. Image360 is independently owned and operated. Image360 Centers may or may not perform or offer to perform electrical and/or installation work; it is the responsibility of each Center to comply with their state licensing and regulation code requirements.