



Creating Great Signs



This attractive sign at Blacklick Woods Golf Course in Ohio combines text and graphics to call attention to the course's colorful wildlife.

Mounting signs is a simple way to educate the public about environmental projects you are doing or special features of your site. They also can be used to protect areas of special concern or to provide direction or instruction.

The primary objective of any sign is to communicate your message concisely to all who will see it. This fact sheet offers tips for creating effective signage, as well as numerous examples of educational signs created by our program members.

Tips

- **Know Your Target Audience:** Determine who the sign is intended for, *e.g.*, the public or employees. Your audience may influence the design and wording of the sign.
- **Determine the Sign's Purpose:** Why is the sign being posted? Is it to educate, call attention to something, or offer instruction?
- **Include Key Words:** Use words that convey your message quickly and easily.
- **Avoid Wordiness:** Keep wording simple and to the point. Too much text is often counterproductive. People won't read signs that have too much information.
- **Make it Legible:** Keep the font simple and be sure that the font size is large enough to be read at a distance.
- **Choose Contrasting Colors:** Choose colors that can easily be differentiated from one another.
- **Include Graphics:** Even simple graphics can make signs more eye catching.
- **Include Weatherproofing:** Protect signs from the elements to increase life expectancy and maintain attractiveness.
- **Choose the Best Location:** Post signs in locations that are well trafficked and where people are likely to pause and read them.
- **Limit the Number of Signs:** Don't litter your property with signage. A few well-placed signs are best.

Sign Gallery



What We Like: Brief, educational, good graphic.

Created by: Country Club of St. Albans, St. Albans, MO



What We Like: Bilingual, easy to read, weatherproof

Created by: Club de Golf Le Fontainebleau, Blainville, QC



What We Like: Easy to read, clear instructions

Created by: Portland Country Club, Falmouth, ME



What We Like: Creative placement and choice of language

Created by: Eglin AFB - Eagle and Falcon Courses, Niceville, FL



What We Like: Attractive, fits setting, simple, visible

Created by: Pumpkin Ridge Golf Club, North Plains, OR



What We Like: Educational, inviting graphics, protected (plexiglass).

Created by: Eagle's Landing Golf Club, Sevierville, TN



What We Like: Unique location, few words to convey message, attractive

Created by: TPC at the Canyons, Las Vegas, NV



What We Like: Graphics and text convey message quickly

Created by: Cozumel Country Club, Cozumel, Mexico

Sign Gallery



What We Like: Attractive, classy, brief, good location, includes logo

Created by: Stone Creek Golf Club, Oregon City, OR



What We Like: Great use of key words, high traffic location, educational, attractive, made of recycled materials

Created by: Glendoveer Golf Course, Portland, OR



What We Like: Direct, simple, homemade

Created by: Bigwin Island Golf Club, Huntsville, ON



What We Like: Visible location (rain shelter), easy to update

Created by: North Halton Golf & Country Club, Georgetown, ON



What We Like: Good use of key words, color calls attention to message

Created by: Stone Mountain Golf Club, Stone Mountain, GA



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What We Like: Classy, visible, proudly displays certification accomplishment

Created by: Ryder Golf Course, Fort Bragg, NC

What We Like: Calls attention to unique feature, portable, simple, easy to read

Created by: Stone Mountain Golf Club, Stone Mountain, GA



Sample Statements for Educational Signs

- (Course Name) is a proud member of the Audubon Cooperative Sanctuary Program.
- (Course Name) is committed to environmental quality.
- We protect the *Nature of the Game*.
- Natural Area
- This area is being (has been) naturalized to improve wildlife habitat and environmental quality.
- Environmentally Sensitive Area—Please keep out. Thank you!
- Shoreline Naturalization
- Vegetative “buffers” provide important sources of food and cover for wildlife and improve the environmental quality of ponds.
- Critical Nesting Habitat—Please keep out.