

Better Sign Design

 *A Visual Guide to Quality Sign Design*



Town of Sutton



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4 Uxbridge Road
Sutton, MA 01590
Phone: (508) 865-8729
Fax: (508) 865-8721
E-Mail: j.hager@town.sutton.ma.us

General Thoughts

Signage should symbolize the business and reflect the quality of not only that business, but the quality and uniqueness of the business location. Sutton's bylaws encourage signage that utilizes materials and motifs that reflect the distinctive character and history of the Blackstone Valley. The use of stone, brick, wood and iron is encouraged.

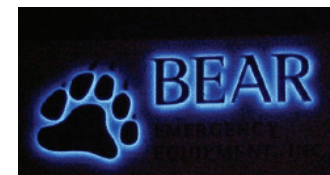


Details . . .

Lighting: Lighting of signage should be carefully considered. If signs are externally lit, gooseneck or bar lighting that shines from above directly on the sign face is encourage. If flood lights are used to illuminate the sign from below they should be carefully placed so the lights themselves are not visible blinding those driving by or trying to read the sign. Internal illumination should light up only lettering or logos or backlight them. If internal illumination is intended to light the whole sign, a white or light background should not be utilized as it creates glare and makes the sign difficult to read.



Franchise signs can be produced in a manner that maintains the franchise's identity while respecting the Town's bylaws.



Stone Work



Shape, Color and Visual Interest



Iron Scroll Work



Art Work

