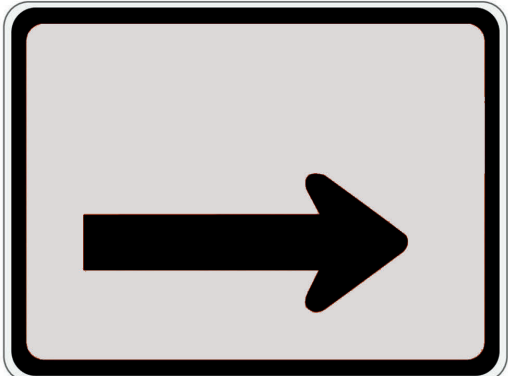
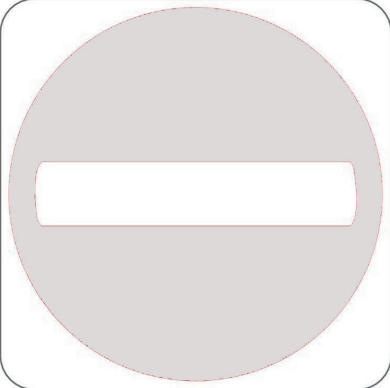
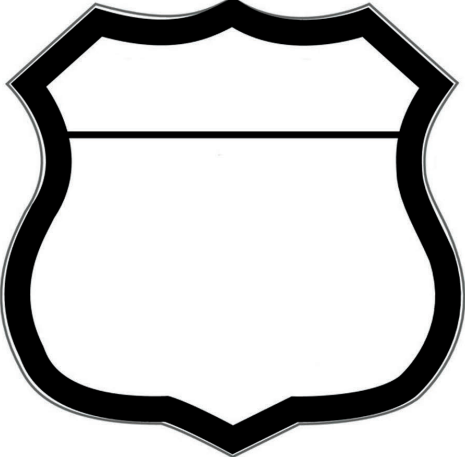
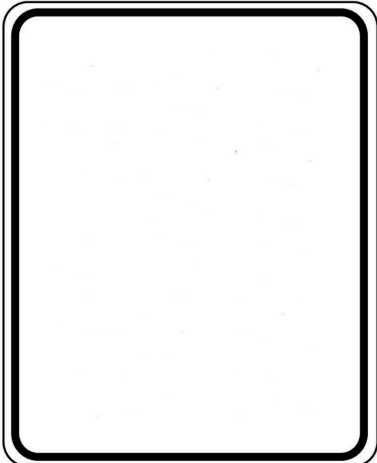
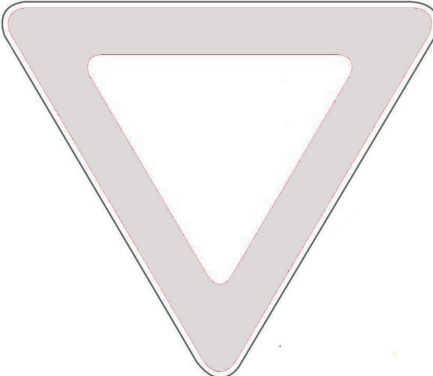
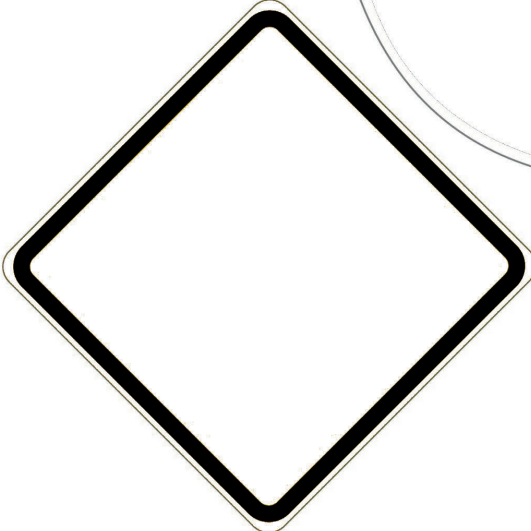
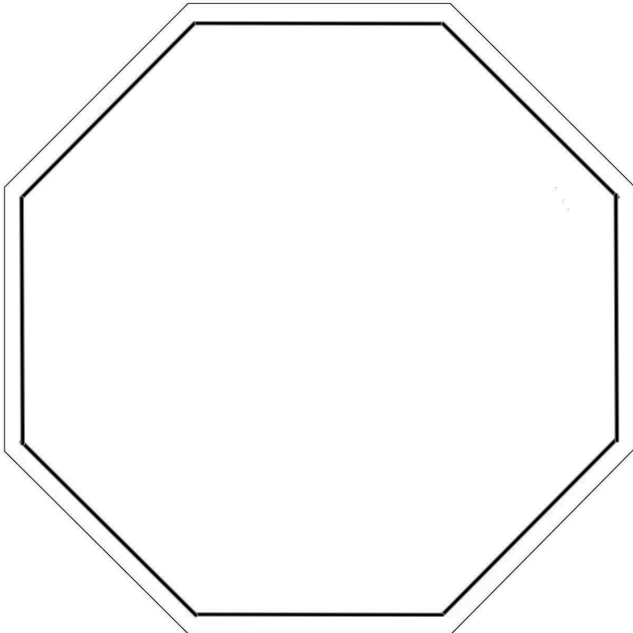


Rethinking Street Signs

Rethink the colors, shapes, language, and style of letters used in traditional street signs, sketch your own ideas for these signs by choosing different colors, words, and fonts.



Rethinking Street Signs

Rethink the font or type face used on street signs. What feeling do you want people to get from the message on your sign? Do you want them to feel hopeful? Happy? Calm? Consider how the font you choose helps reinforce your message.

Fonts can feel...

IMPORTANT

Silly

playful

SCARY

RETRO

or

casual

retro

TECHNICAL

