



Signs Glossary

Aesthetics: A term dealing with form, design, and/or quality of construction of a particular sign, building, site or structure, that presents a judgmental statement concerning the level of beauty or artistic value.

Banner: A sign composed of lightweight material. Promotional banners include those used to announce open houses and grand openings, make special announcements, or communicate events. Ornamental banners use images or colors of a decorative nature

Custom Signs: A sign designed, manufactured and installed to meet the requirements of specific measurements, requirements or location.

3 Dimensional Letters: A specification description of a letter, logo or symbol, either cut out, cast, molded or fabricated in material such as metal or plastic to create a raised condition.

Exterior Illuminated Signs: A sign that is illuminated by a light source that is directed towards, and shines on the face of a sign. Also called direct illumination.

Legibility: The characteristics of letters, numbers, graphics, or symbols that make it possible to differentiate one from the other.

Logo: A design that represents a product, identity or service.

Neon Signs: A sign manufactured utilizing neon tubing, which is highly visible to the viewer.

Sign: Any visual display with words or symbols designed to convey information or attract attention.

Signage: A system of signs.

Temporary Signs: Any sign not intended for permanent installation, such as banners and signs at construction sites. They may be incidental or miscellaneous in nature, such as political and real estate signs

Visibility: The quality of a letter, number, graphic, or symbol, which enables the observer to distinguish it from its surrounds or background.

Window Signs: A sign that is displayed in a window.