

SIGNS GUIDE: Colours For Visibility

What Are The Best Sign Colours To Use



When it comes to how easy a sign is to read, the contrast between background and foreground colour is one of the key factors.

Formulas can be used where light reflectance is used to calculate the contrast between colours. By subtracting the darker colour from the lighter colour and dividing by the light reflectance value of the lower colour, and then multiplying by 100, you get what is called the brightness differential.

Alternatively, you can rely on good old common sense or have a look at the colour combinations below.

Signs With A White Background



Black on White: 91/100 (brightness differential)

Blue on White: 84/100

Red on White: 82/100

EMOTIVE MEANING: Innocence, purity, clarity, simplicity

USAGE: Museum signs, office buildings, retail signs, school signs

Displays
89/100

Displays
84/100

Displays
82/100

Signs With A Black Background

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White on Black: 91/100

Yellow on Black: 89/100

EMOTIVE MEANING: Power, formality, mystery

USAGE: Airports, office buildings, information and directory signs

Displays
91/100

Displays
89/100

Signs With A Yellow Background

i

Black on Yellow: 89/100

Red on Yellow: 82/100

Blue on Yellow: 79/100

EMOTIVE MEANING: Joy, happiness, intellect, energy

USAGE: Events, warning signs, sale signs, information signs

Displays
89/100

Displays
82/100

Displays
79/100

Signs With A Blue Background

i

White on Blue: 82/100

Yellow on Blue: 79/100

EMOTIVE MEANING: Depth, stability, wisdom, trust

USAGE: Road signs, public transport, banks, public spaces

Displays
82/100

Displays
79/100

Signs With A Red Background

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White on Red: 84/100

Yellow on Red: 82/100

EMOTIVE MEANING: War, danger, anger, strength, love, determination

USAGE: Warning signs, retail sale graphics, road signs

Displays
84/100

Displays
82/100

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CREATIVE
DESIGN



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3 Make any amendments. Approve the design and we go to print



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