

address
numbers

Located predictably at each entrance assist visitors and shoppers to reach their destination and can help satisfied customers generate referrals. A legible street address is important for radio, print, and web-based promotion to get the prospective customer through the door.



do's Placing the numerical address of your business in at least one location (such as over the door) makes good sense for business, safety and security reasons.

high
visibility

Easy-to-see address identification is also a low-cost security enhancement. Eliminating confusion reduces police and fire department response time.



do's Businesses that advertise should also place the numerical address near the business name.

address
lighting

Address identification can be in several locations, but at least one place should be illuminated at night. The transom, side wall, awning, projecting signs often include illuminated address numerals. Over-the-door transoms are the first place people generally look, so it is the most logical, helpful location.

don't's Businesses with an address absent or too small or applied in a typeface that is not legible -- are far more difficult for prospective customers to find.

can DRAB
help?

The Design Review Advisory Board can assist business owners. As new businesses open and existing ones update, DRAB may be of help to business owners interested in high-quality graphics, illumination, and design for their sign art.



Address NUMERALS

Address

Place storefront address numbers on the transom above storefront doors. Building addresses can be located with the building name on the transom above the main entry, or on an architectural element on the facade. As an alternative, addresses may be located in the entry floor. Appropriate materials for address signs include painted or vinyl numbers on glass, wood or metal depending on the facade material.

General Guidelines:

- Minimum 6" in height
- Preferred placement locations
 - on the surface of the main entry
 - over the main entry
 - on architectural feature within 10' of the main entry

Example of appropriate Fonts:

79 W Mill Rd.
(Gill Sans Bold)

3300 W Mill Rd.
(Myriad Pro)

815 E Mill Rd.
(Minion Pro)



Plaque Use light color letters (high chroma) on a dark background (low chroma) for the most legible outcome. Plaque style and material should compliment the main signage and the character of the building.



Cut Out The number should be at least 2" deep in order to cast a visible shadow. Works well on flatter facades where the address will not compete with other three dimensional features.



On Glass Gold leaf lettering or even simple vinyl decals can be a simple cost effective way to display your address. It can be located on the main display if it is near the business name, otherwise it should be placed as close to the main entrance as possible.