



### ***3 Tips on How to Effectively Use Your LED Sign***

LED signs are one of the most effective ways to reach out to your local community. Whether you are a church hoping to reach out to new potential members, a school trying to communicate with parents, or a business trying to bring in new customers, these tips to using your LED message center will help you accomplish this quickly and easily.

***1- Keep Messages Short and Sweet***

Think about the speed of traffic passing by your sign. How long will the average driver have to look at your sign? Typically, a person passing your sign will only see one message – make this message count! Resist text messages that scroll; a passerby will only see a portion of the message and it will not make sense to them. Remember to use text that is proportionate to the size of your display and speed of passing traffic so that the message is easy to read. (Ask your Stewart Signs consultant for information pertaining to your sign's specific capabilities!)

***2- Speak to Your Audience***

Think about what time of day your messages will be playing and the types of people that will be driving by. For instance, the audience driving by a school at 7:00am is a typically parent dropping a student off. This would be great time to communicate messages about reports cards going home, parent meetings or an open house. The audience passing the sign mid-day is typically a member of the community not involved with the school. This would be a great time to announce community fundraisers or events. Schedule messages with your audience in mind and those reading your sign will feel more connected since the message is pertaining to them and no one else. (All Stewart LED signs come with software that includes the scheduling feature; contact Customer Support for more information.)

***3- Use Graphics that Complement Your Message***

Today, LED message centers are more complex and flexible than ever and it is very tempting to test these features out. However, the more intricate and cluttered the graphic, the less the passerby can discern the message you are trying to relay. Graphics should complement, not detract from your message. Make sure to use graphics that clearly convey the message you are going for. It is best to drive by the sign yourself and check that you can understand and clearly see the graphics you created. (Check out the Stewart Signs LED Graphics Library for FREE graphics!)

LED message centers are great communication tools for any type of organization. They are the most cost-effective way to advertise to those driving by, especially when messages are simple, clear and concise. Contact your Stewart Signs consultant today to learn more on how to effectively use your dynamic LED sign.

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