



Design Guidelines: **SIGNAGE**

Beautiful Downtown Lewiston's provides non-mandatory guidelines for downtown Lewiston. Our goal is to create a cohesive look and feel for downtown, which is attractive to pedestrians and will ultimately result in increased customers for downtown businesses.

Information below was borrowed, in part, from the National Main Street Center.

Signage Types

Wall



Perpendicular



Sandwich Board



Vinyl Window



Signage is an important part of identifying your business location and style to potential customers. It also contributes to the overall visual appeal of the downtown district in which your business resides.

The Do's and Don'ts of Storefront Signage

Do use few words. Customers will not read a lot. They are bombarded with visual symbols and design elements every second they are on the street. Keeping signs simple is the way to attract attention and impart information. Try using fewer words and more symbols, photos, and graphic images to communicate messages.





Don't put handwritten signs on storefronts unless it's a chalkboard menu for a café that changes its menu daily. More often than not, handwritten signs take away from the professional look of a business.



Do display your logo at eye level or below for pedestrian traffic, **as well as** high on the façade for auto-traffic.





Don't tape signs to windows. This cheapens the image of the business and often the signs end up misaligned, or the tape stays on the window long after the sign has been removed. Instead, put the signs in acrylic sign holders with suction cups. It creates a more professional look.



Proportionality

- Your signage should be in proportion, meaning size, degree and other measurable characteristics should be properly related.
- Consider using all signage options in proportion to each other: wall, perpendicular, vinyl window, and sandwich board. These elements can work together so long as they are scaled properly and share the same design elements (logo, color, materials, etc.).



Illumination

- Ideally, all businesses on Main Street should have signs that are tastefully illuminated and on a timer, scheduled to go off after the last restaurant is closed. (The same goes for window displays.) The idea is to create a safe and vibrant streetscape even after some of the businesses have closed for the day.

Use of fluorescent tube lighting is prohibited for buildings in the historic district (Sec. 19.5-22 (3)p).



Layout

- Simple signs are more effective at attracting pedestrians.
- Consistency also helps train visitors and helps them find information, such as store hours and website address, which belong on the door.
- Community posters should be installed on the bottom right of a display window.

Of course not every façade can accommodate these suggestions due to differing building designs, but many can.



To request a meeting with
Beautiful Downtown Lewiston's
Design Committee, please email
info@beautifuldowntownlewiston.org
or call 208.790.1148

City of Lewiston General Historic District Regulations
include **Sec. 19.5-23 Signs**, which can be found at
www.cityoflewiston.org. BDL's Design Committee can help
review this document for signage updates located in the
historic district (downtown between 1st-5th Streets)



*Beautiful Downtown Lewiston is a 501c3 non-profit
organization with a mission to create a vital, inviting
downtown district in Lewiston which promotes quality
business, cultural, and community growth.*