

Design clues for signage

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As I walked through the bustling streets of Shorewood, WI, I could not help but notice all of the different types of signage. Every sign caught my eye in its own way. Some were plain and some were intricate and fancy but all were unique and well thought out. The following is a commentary on my walk through downtown Shorewood.



1. Performance Running Outfitters 4533 N. Oakland Ave.

The Performance Running Outfitters store doesn't really capture your attention when you walk by, but if you are looking for it, you can't miss it. The sign is clearly labeled in big, easy-to-read print. The simplistic picture of the running legs outside is a nice touch to the quite basic sign.

2. Taekwondo Hapkido 4477 N. Oakland Ave.

The sign for Taekwondo Hapkido is very unique from all others on the streets for two reasons. The first is that it is the only circular hanging sign and the second is the multiple holes in the sign. Nonetheless, their sign is still quite good at capturing one's attention when one walks down the sidewalk, since you must walk right underneath it.



3. Einstein Bros. Bagels 4301 N. Oakland Ave.

Now here is a sign that captures your attention. The Einstein Bros. Bagels does a terrific job of creating an interesting sign showing two people using bagels as monocles. Even the shape of the sign points towards bagels and the circular yellow outline that holds the text represents a bagel.



Signage Observed at these Locations;

- 1 Performance Running Outfitters, 4533 N. Oakland Ave.
- 2 Taekwondo Hapkido, 2277 N. Oakland Ave.
- 3 Einstein Bros. Bagels, 4301 N Oakland Ave.
- 4 No. 1 Chinese Restaurant, 4501 N. Oakland Ave.
- 5 Oakcrest Tavern, 4022 N. Oakland Ave.
- 6 Nick's Barber Shop, 1520 E. Capital Dr.
- 7 Camera Center, 1700 E. Capital Dr.
- 8 Al Calderone Pizza by the Slice, 4475 N. Oakland Ave.



4. No. 1 Chinese Restaurant
4501 N. Oakland Ave.

You couldn't miss the Number One Chinese Restaurant if you wanted to. With the bright reds and yellows, this eatery stands out from the rest. The style of the signage and even the font clearly show what this restaurant is trying to market and frankly, they are doing quite a good job of just that.



5. Oakcrest Tavern
4022 N. Oakland Ave.

What better way to portray a tavern than by showing a fat king ready to eat? The sign is discreet, but if you notice it, you won't soon forget it. Not shown in this picture, Oakcrest Tavern has their name written in large letters above an awning. If you miss the little sign, the large name above the awning is there for you.



6. Nick's Barber Shop
1520 E. Capitol Dr.

This already looks like an old barber shop with the font and the old school picture of the Barber Pole. When you pass it, you know what is there because the sign clearly states that. If you need the hours, they are right there in the bottom right hand corner of the window. One thing that could be in the sign is that they don't accept walk-ins.



7. Camera Center
1700 E. Capitol Dr.

This is by far the simplest sign on the street. Instead of having a complicated sign, they let the window do the talking. Old cameras, new cameras, kid's cameras, and all sorts of other cameras are on display in the front window of this store. A very interesting advertising technique indeed.



8. Al Calderone Pizza by the Slice
4475 N. Oakland Ave.

Al Calderone has a quite simple sign that stands out only because of its color. Clearly stated is the fact that it sells pizza by the slice. Another good attention-getter is their unique phone number: 964-FOOD. How could one miss that? Aside from the sign, the large front window allows hungry customers to peer in before deciding whether to eat there or not.