



Welcome!

Q and A

To ask the presenter a question, you will type that in the Q and A box.

CHAT

If you'd like to interact with chat, click the chat box and select **“chat to all panelists and attendees”** from the dropdown menu.

RECORDING

You will receive a recording of this webinar including a scrollable chat box.

TOO MUCH?

If the chat and/or Q and A interactions are too distracting, please feel free to close them now or at any time during the webinar.

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Practical Resources for Churches



PRC is a non-profit ecumenical resource center offering consultants, workshops, webinars, and resources to congregations and individuals.

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Signage

PRACTICAL
RESOURCE FOR
CHURCHES

A green street sign with white text that reads "Communication". The sign is mounted on a metal pole and is set against a blue sky with white clouds. The sign has a white border and is tilted slightly to the right.

Communication



broken sheep llc

helping churches embody 1 > 99



Kim's a successful pastor for 20 years. Eric is a Fortune 500 marketing exec. Together, we combine the best of the secular corporate world and church practice to deliver the newest skills and trends with a sound theological understanding to create positive change.

Have you ever been lost?





WELCOME

KEEP



RIGHT

**CROSSWALK
CLOSED**

**SIDEWALK
CLOSED
USE
CROSSWALK**

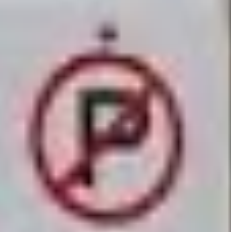
School
Drop-off
Pick-up
ZONE

TAXI ZONE 10^{PM} - 6^{AM}

4P
TAXI
6^{AM} - 10^{AM}
8^{AM} - 10^{AM}



7^{PM} - 6^{PM}
MON - FRI



6^{AM} - 6^{PM}
MON - FRI
BUSES
EXCEPTED

PARKING SCHEDULE

	M-F	Sat	Sun
7am	(P) TW	(P) TW	(P) TW
8am	(R)	(P) TW	
8 ³⁰ am		(R)	
4pm	(P) TW	(P) TW	
7pm	(P) TW	(P) TW	

A photograph of a green road sign with white text. The sign is rectangular with rounded corners and is mounted on a metal post. The text on the sign reads "DONT'T DRINK AND DRIVE". The background consists of dense green foliage and trees. The sign is slightly out of focus, and the text contains a typo: "DONT'T" instead of "DON'T".

DONT'T DRINK
AND DRIVE

Welcome
to
KIRYAS JOEL

A Traditional Community of Modesty and Values

*In keeping with our traditions and religious customs, we kindly ask
that you dress and behave in a modest way while visiting our community*

This Includes

**WEARING LONG SKIRTS OR PANTS • COVERED NECKLINES
SLEEVES PAST THE ELBOW • USE APPROPRIATE LANGUAGE
MAINTAIN GENDER SEPARATION IN ALL PUBLIC AREAS**

*Thank you for respecting our values and please **Enjoy Your Visit!***

SPONSORED BY CONGREGATION YETEV LEV OF KIRYAS JOEL

Monmouth 16
Trefynwy 16

Hereford 20

Trefnambrân 14

Newponte 15

Wesnesydd 15

St. Andrew 20

Good Signage...

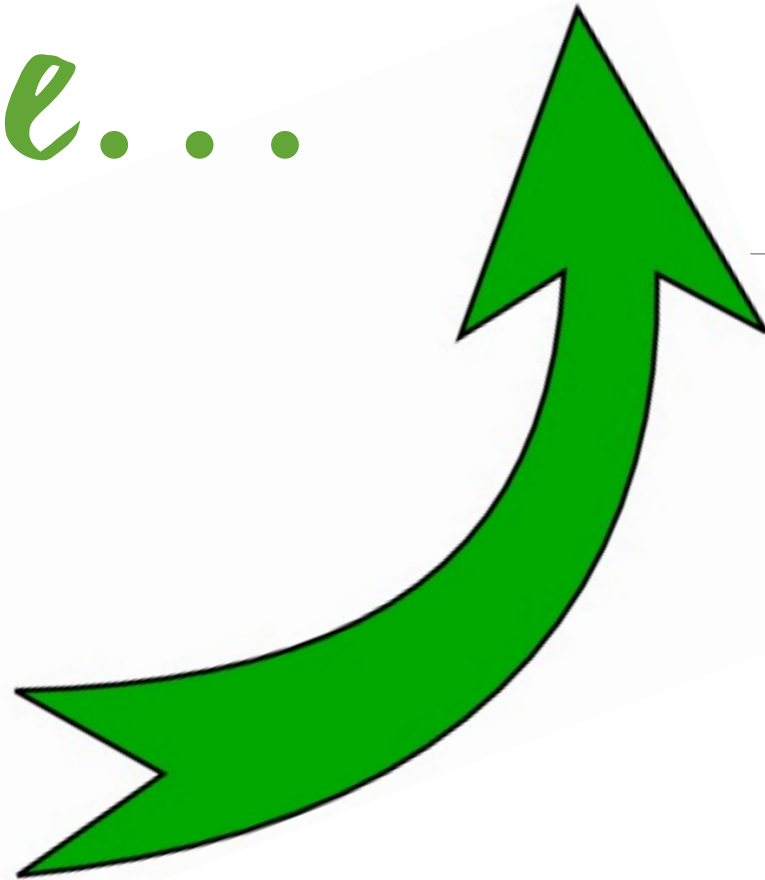
Is easily visible

Is accurate

Is clear

Is readable

Eye level (4-6 feet) for interior signage



Excellent Signage...

Looks attractive (is welcoming and inviting)

Communicates your equity

Is consistent with all other signage

Will stand the test of time

When in doubt go...

BIG

Broken
Sheep Tip
and Trick



broken sheep llc

helping churches embody 1 > 99

Some things to think about

1. Signage can be costly so you may have to prioritize and do your signage in phases.
2. Think about the purpose of the signage.
3. Be flexible with your signage.
4. Signage needs to look good but does not need to be costly.

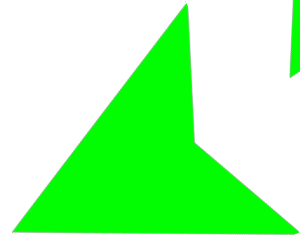
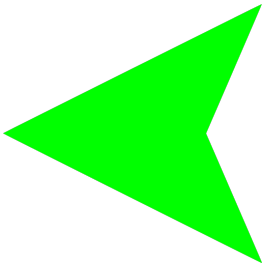
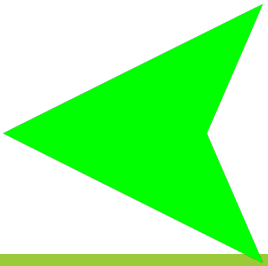
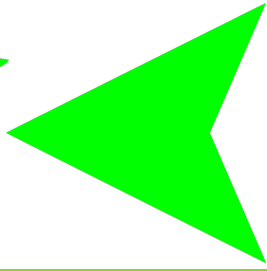
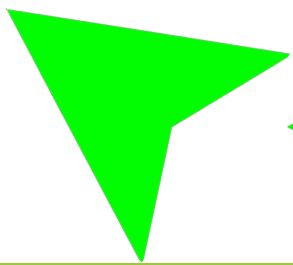
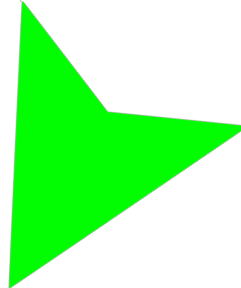
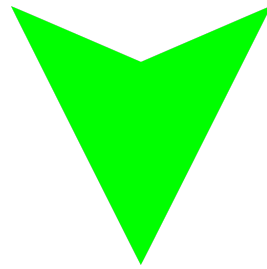
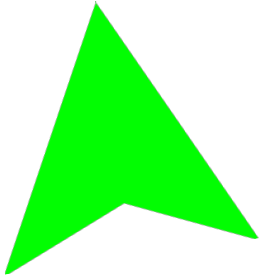
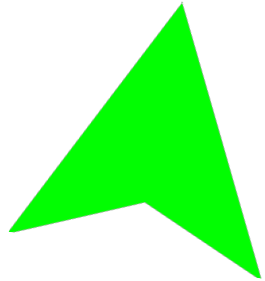
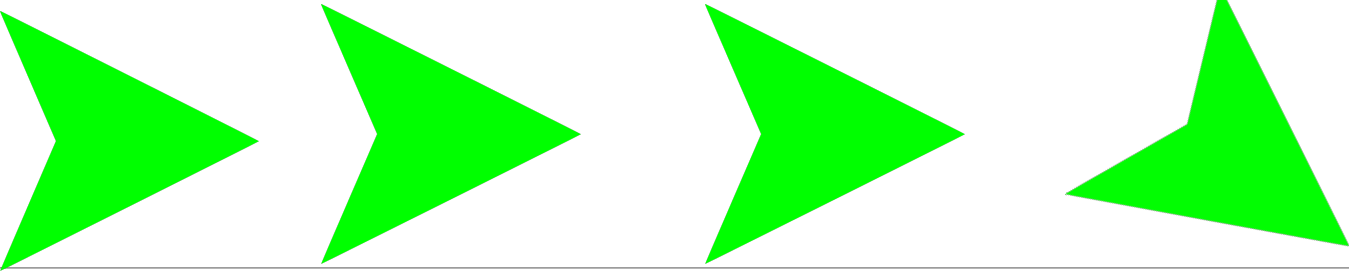
Compliance Awareness

ADA (American Disabilities Act)

Churches by law are not required to comply

This does not mean your building is necessarily exempt

There may be specific state or local regulations

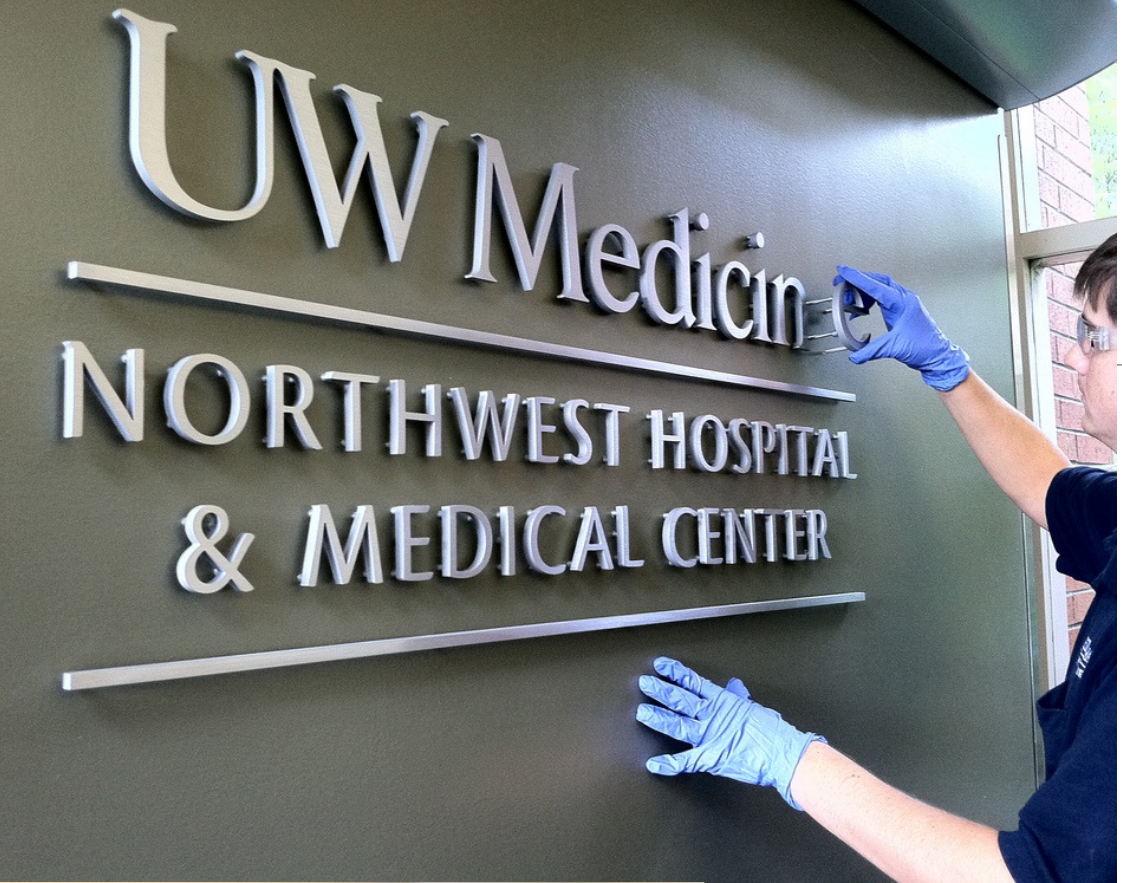


Interior Signage



Signage Types







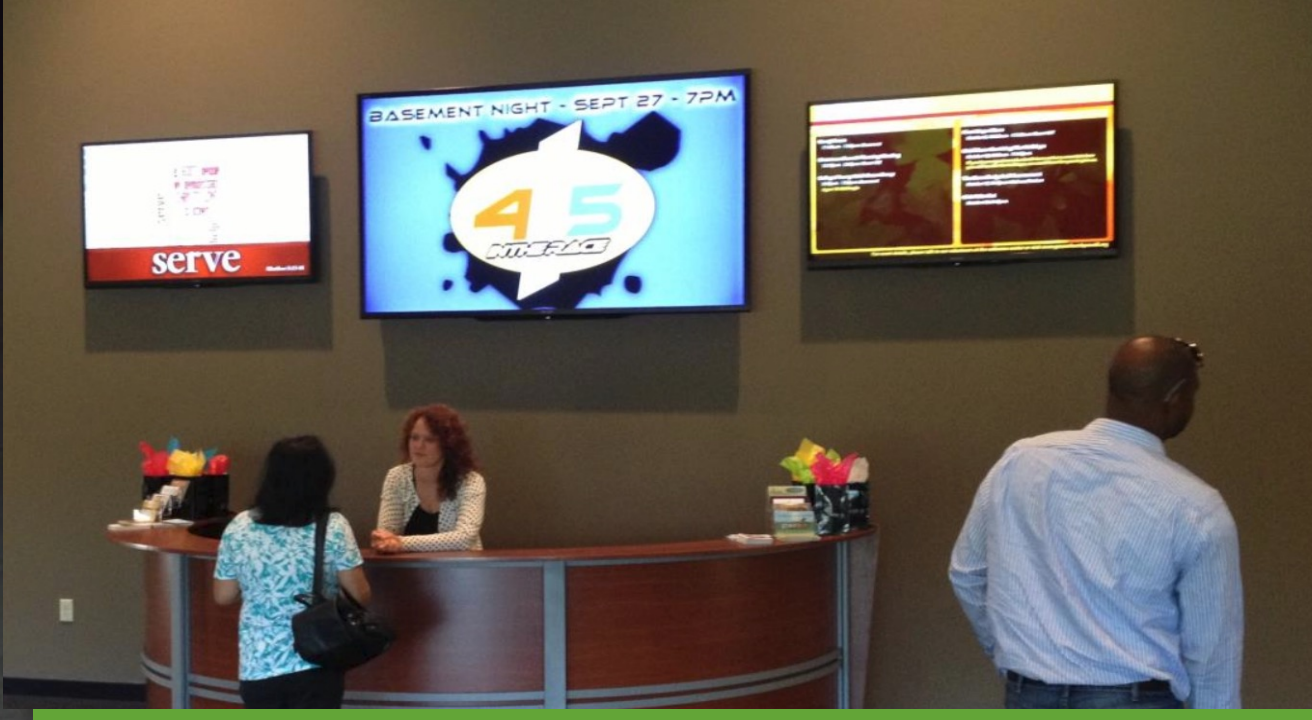
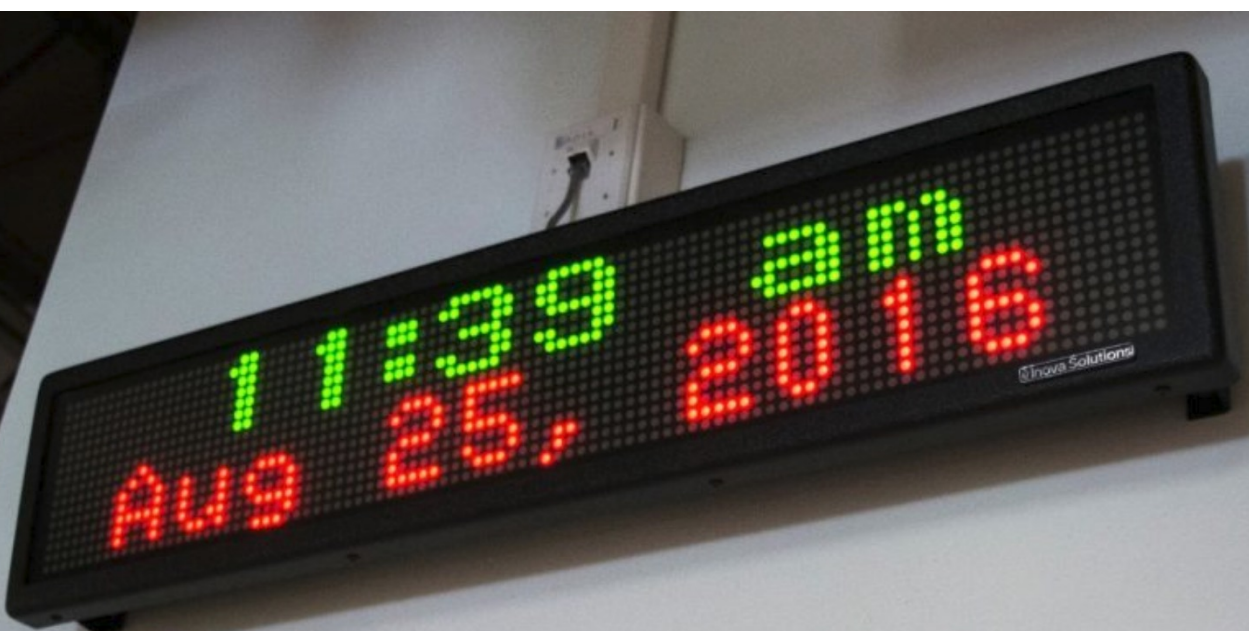
Java Joe's
coffeehouse

Menus

HOT DRINKS
 Java Joe Mocha
 Vanilla Latte
 Caffè Mocha
 White Mocha
 Caffè Latte
 Cappuccino
 Americano
 Espresso
 Chai Latte
 Hot Chocolate
 Hot Tea
 Fresh Coffee

EATS & TREATS
 Muffins
 Donuts
 Cookies
 Pie
 Cake
 Smoothies
 Sandwiches
 Pastries
 Ice Cream
 Soups
 Salads





Conducting an Audit

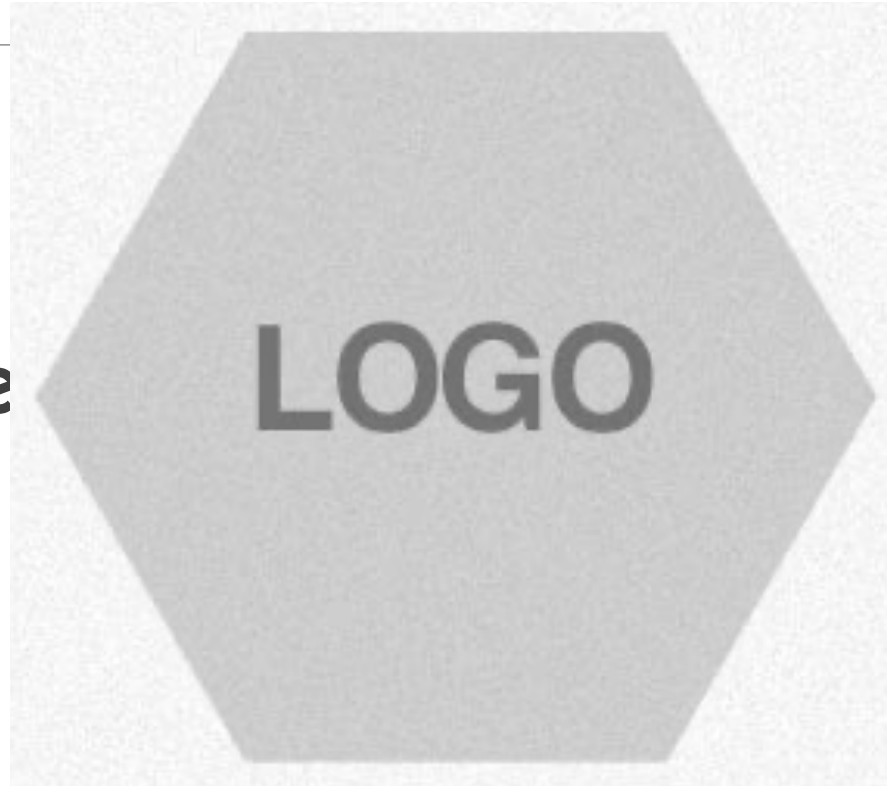
1. Go through your building and place giant “Post-It notes” or poster paper where you think signage is needed.



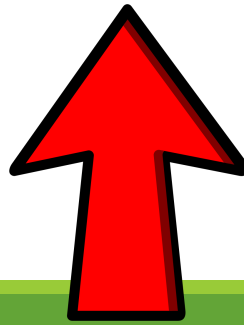
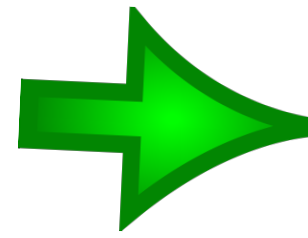
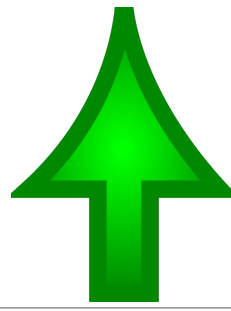
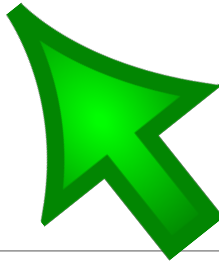
2. Recruit people who have NEVER been to your church. See if they can find key locations.



3. Finalize signage and place order with a signage/printing company. Now is a good time to consider visual identity.



Exterior Signage



How to conduct an exterior sign audit

1. Drive PAST your church. Have a passenger take videos and pictures.



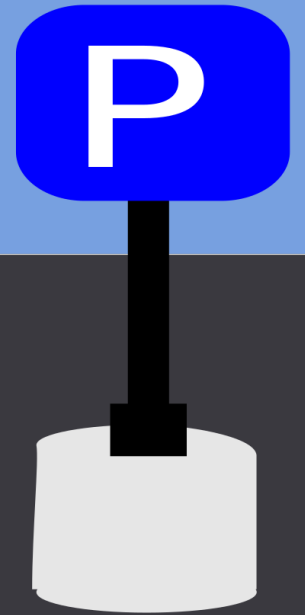
2. View video
and pictures.

Can you tell how
to get to the
church?

Can you see the
signage?



3. Pull in all entrances of the parking lot and see if you can figure out how to get to important spaces inside the building.



4. Ask people who don't go to your church to enter your church address in their GPS and find their way into the parking lot and how to get into the building



Broken Sheep Tip and Trick

CONSIDER...

What your signage looks like at night?

How you will you advertise special events?

The distance and speed the signage will be viewed at.





LISTEN



Let's Chat!



broken sheep llc

helping churches embody 1 > 99

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