

USING OUR YELLOW SIGNS TO BRING PEOPLE TO YOU

The top way visitors discovered Open Studio, by far, is by seeing the yellow signs. They are a powerful way to introduce people to the event, and essential to making people feel welcome to come to your studio especially if it is in your home. A lot of our promotion is tied to the yellow signs so you'll miss the benefit if you only use them in front of your studio.

Every site is given a default 10 signs or date change panels. Please log your order if you need more of any. Email us for the current order site. **New in 2021**, we are producing smaller, vertical signs that can more easily go on existing posts. These will have our logo and space for you to put your studio number and an arrow.

Personalizing Your Signs.

There is space on each sign for more information. Use a waterproof marker. Include your site number, your media, an arrow. Remember to write large enough for drivers to read easily. Does your sign need to be double sided to direct traffic coming from both directions - order twice as many or purchase plastic signs that are double-sided.

Weatherproofing Your Signs. Plan for bad weather...

Our signs are heavy paper but must be weatherproofed and mounted before they will be functional. You will need sturdy backing material, preferably not material that will deform if it is wet. Foam core works well as does the corrugated plastic board.

Waterproof your sign by laminating it (Staples offers this but make friends with your local elementary school. Most have a laminator.) Or overlap layers of clear packing tape.

Use a garden stake or other sturdy pole to support your sign. Get these at the hardware store.

Sign Placement

Place signs at every important turn on the way from a major village or town.

Use arrows on the signs to point the way.

Make sure that signs are visible to drivers but don't block important traffic signs.

Give some thought to how you are going to affix signs to poles, fence posts etc.. If we have a windy, rainy (snowy!!) weekend (we've had them all), you might need to check to make sure they are still up. Someone suggested making your own wire framed signs by securely taping them to a piece of heavy wire bent into a U shape.

Sign Issues

The zoning people we have consulted say that this event falls into the same category as a lawn sale or other temporary event and you should be able to put them up for the weekend. Put them up **on Friday evening** or early Saturday morning. (Please don't put them up a few days before or you could lose them.) Please take them down promptly on Sunday evening.



Jenny Hermenze's Sign Wisdom (click picture)

If you live up a winding road you can use smaller signs to encourage people to keep going (the new vertical signs can be used for this).