

USING OUR YELLOW SIGNS TO BRING PEOPLE TO YOU

Contact: vermontcraftscouncil@gmail.com Text or call: (802) 279-9495

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. 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 file your order at the current order site or if the time is short, email us.

Personalizing Your Signs.

There is space on each sign for more information. Use a waterproof marker. Include your site number, your media, an arrow. Write LARGE enough for drivers to read easily. Letters should be 4 inches high and an inch thick. 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. We supply plastic bags to use as covers and you can purchase wire H stakes to implant in the ground.

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.

We provide plastic bags but you can waterproof your sign by laminating it (Staples offers this) Or overlap layers of clear packing tape.

Use a garden stake or other sturdy pole to support your sign. The hardware store is a source or purchase H stakes from us.

Sign Placement

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

Use **thick** arrows on the signs to point the way.

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

How will you 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.

Sign Issues – Putting Up and Taking Down

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.

If placing along the roadside (not your property), 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.) Take them down promptly on Sunday evening.

On your own lawn or property, you can place them any time and they can serve as an advertisement for your event.

Plastic Sign Restrictions – We give permission for you to use our signs only for the events that you have paid registration.