

CHURCH SIGNAGE CHECKLIST

After you have been at a church a while, you tend to forget about church signage. You don't need directions, and you don't really pay much attention to the quality of the signage. However, if you are serious about reaching people who will come to your church, signage is critical. A church without good signage is like a home that says "no trespassing." Here are ten of the most critical issues regarding church signage.



Signage is not for the members. It for those who are not familiar with your church. Signage today is very affordable and should be a priority expenditure of the church.



This issue is taken for granted in most churches, but guests tell us it is very important for their overall experience. Simply stated, guests want to know where to enter the church when they get out of their cars.



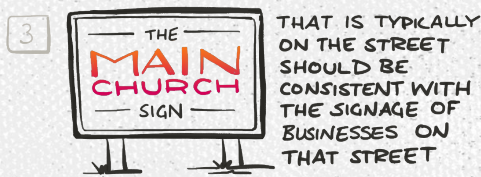
reflect quality.

Signage should complement the facilities. It should include proper grammar—especially correct capitalization. Signage should be made of a material that is not necessarily expensive, but does



no longer exist or are in different locations now.

Some of the members should inspect every external and internal sign for quality and relevance. Over half of the churches we have visited have internal signage to places that



should still complement other signage on the street. It certainly needs to be visible; but it should not look gaudy and out of place.

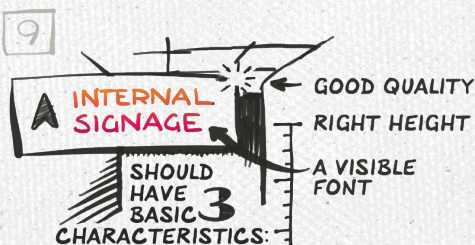
Many times zoning authorities will have specific restrictions on the size and type of signage. If there are no zoning restrictions, the main church sign



Many churches, for example, don't have the same parking requirements during the week as they do during weekend worship services. Mobile signage can be uniquely used for just the worship services.



Guests need to know exactly where to park. There should be clear traffic flow signage if needed. Even smaller churches need at least one sign to direct guests.



We see a number of churches that do not take into consideration the line of sight of guests. Often signs are either too high or too low to be seen easily.



The church may also, depending on its congregational makeup, have signs for senior adult parking, pregnant mothers' parking, and parking for families with preschoolers, to name a few.



The following message we spotted on a church sign did not communicate friendliness or joy: "Those bringing food or drink into the worship center will be asked to leave."



Thom S. Rainer
GROWING HEALTHY CHURCHES. TOGETHER.