Toward 2035: STRENGTHEN INVITATION

Where Is It?

CHURCH SIGNS THAT ACTUALLY HELP

Even the most well-designed church building can be confusing. And many of our buildings are more "creative" in their layout!

A guest *will* likely feel lost. We can't solve that. But good signs will help them feel less disoriented. They give clear directions on how to get into your building and where to find things once they're inside.

Good signs show that you want to be hospitable. They are a "sign" (literally) that you are expecting guests.

Church signs are not for church members! You think it is easy to get around your building. You also think it's easy to get around your home. Of course you do! You don't need a sign to find the washroom.

Try to see through an "outsider's eyes." Imagine a single parent coming with 3 children. Or a senior who's just moved into your community. How easy is it for them to find their way? What signs do they need? What makes a good sign?

For People Passing By:

- Are there municipal zoning restrictions about signs? Find out before you spend time and money.
- Is the church sign easy to read from all angles on the road?
- Can drivers read it easily and safely?
- If your sign has an inspirational message, is it meaningful or thought-provoking? Does it send a message that you want people to hear?

For People Coming In:

- Are there clear signs that show where people can park?
- What about parking reserved for people with mobility challenges?
- Would it help to have spots reserved for guests?
- Are there clear signs pointing to <u>all</u> the building entrances you want people to use?
- If there are entrances guests should not use, make sure they have clear directions to where people can enter instead.
- Are exterior signs and parking lot entrances lit at night?

Inside the building

- Are signs at a good height for most people (line of sight)?
- Can guests easily find washrooms without having to ask for directions?
- If you have gender-neutral washrooms, are they clearly marked?
- Are there clear signs that take people to spaces for children (classrooms, nursery)?
- Do you have clear signs to accessible seating for people with walkers and wheelchairs?
- Are rooms clearly labelled?
- Do you avoid church jargon? Try naming rooms/spaces with words that most people use. For example, instead of narthex, use lobby. Maybe call your sanctuary the worship hall.

In general, signs should be of good quality. Professional printing doesn't have to be expensive. The fonts should be clear and large. Having a similar "look" to all signs gives a professional feel. Make sure the spelling and grammar ~~is~~ are good!

Regularly review your signs. Have someone new to your building walk through and tell you what they notice, what would be helpful, where they get confused, etc.

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This resource is printed on tree-free paper.