



## Signage Best Practices Guide

# Private Label

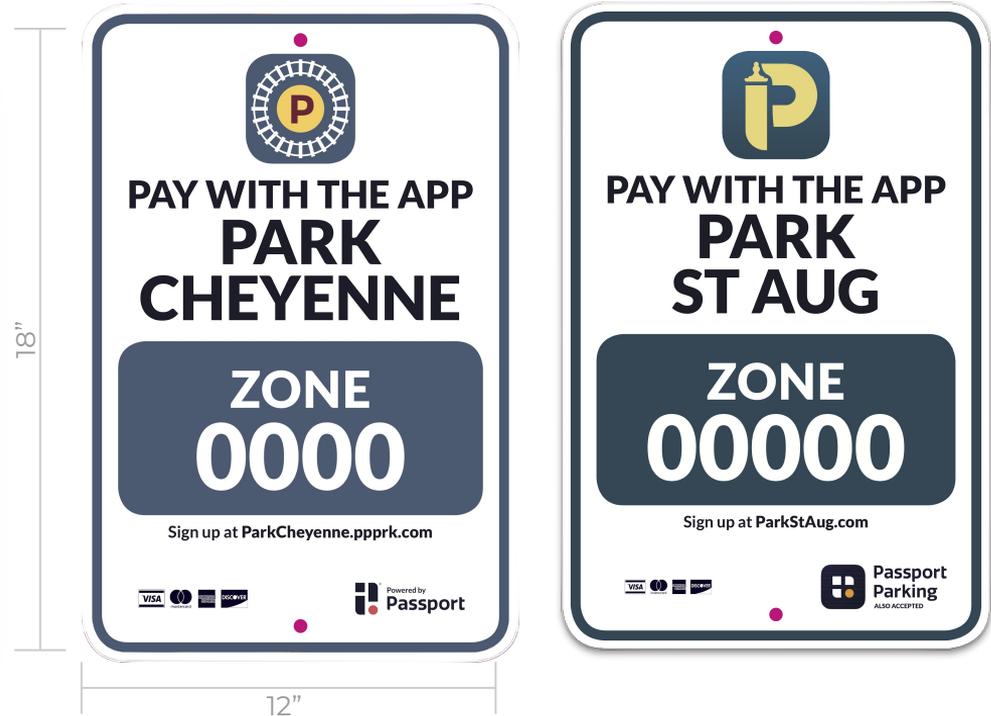


## Sign & Decal Design



# Sign Design: Standard Use

- 1 Highlight app branding
- 2 Drive immediate awareness and maintain consistency with app interface
- 3 Include the app URL
- 4 Ensure the zone number is prominently displayed





# Sign Design: Lot & Garage Entrances

1

Drive immediate awareness and maintain consistency with app interface

2

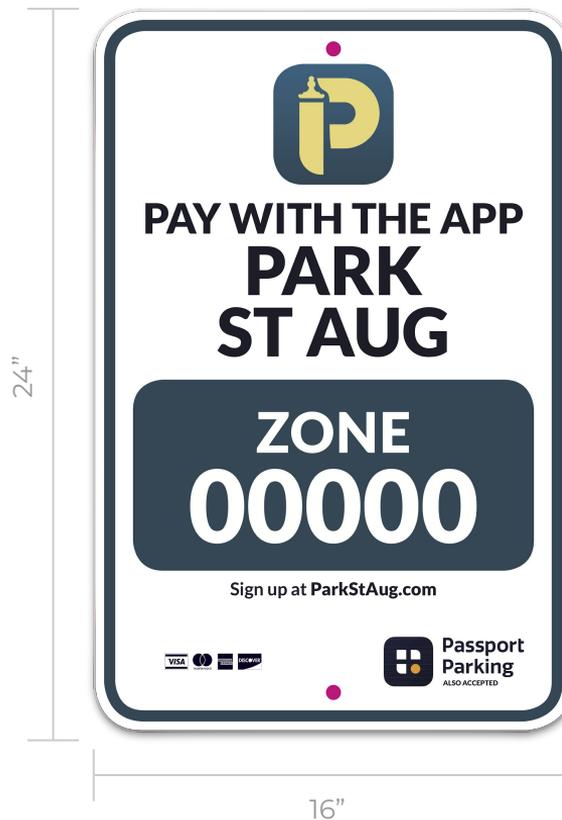
Various formats depending on placement opportunities

3

Ensure the zone number is prominently displayed

4

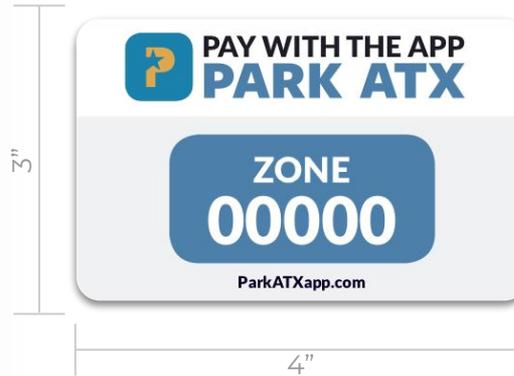
Ideal to place signs at all entrances





# Decal Design: Single-space Meter

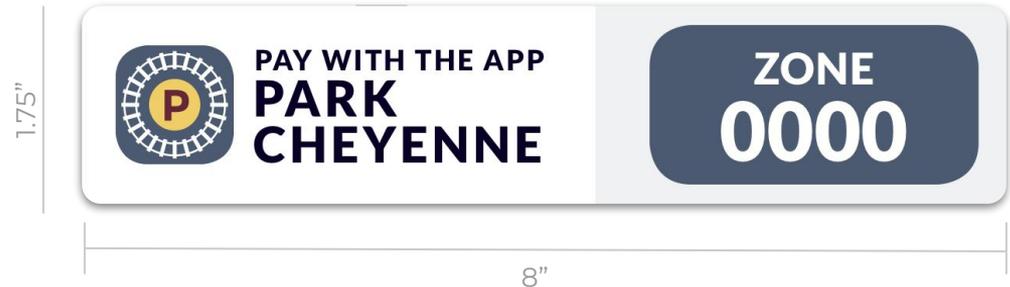
- 1 Reinforce app on meters
- 2 Highlight app branding
- 3 Maintain consistency with sign design and app interface
- 4 Ideal to place decals on the payment side of the meter





# Decal Design: Paystation

- 1 Reinforce app on meters
- 2 Highlight app branding
- 3 Maintain consistency with sign design and app interface
- 4 Ideal to place decals on both sides and near the payment details of a paystation





## Signage Placement & Quantity



# Placement: On-street



1

1 sign per 5 spaces

\* If LPN, 2 signs per block face

2

Signs on each block face  
above vehicle height

3

Decals on the payment  
side of the meter

4

Decals on the sides & front  
of paystations



# Placement: **Parking Lot**

**+76%**  
Mobile Pay  
Transactions

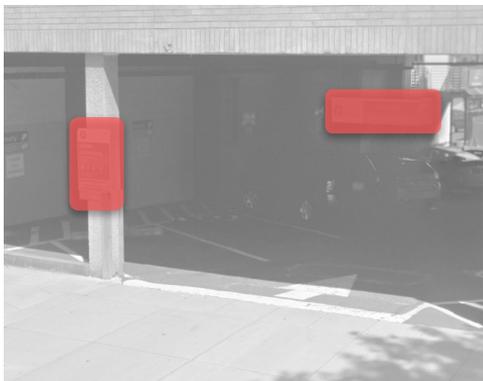


 = Sign  = Paystation

- 1 1 sign per 10 spaces
- 2 Signs at the far ends of the lot
- 3 Signs at entrances
- 4 Decals on the sides & front of paystations



# Placement: Parking Garage

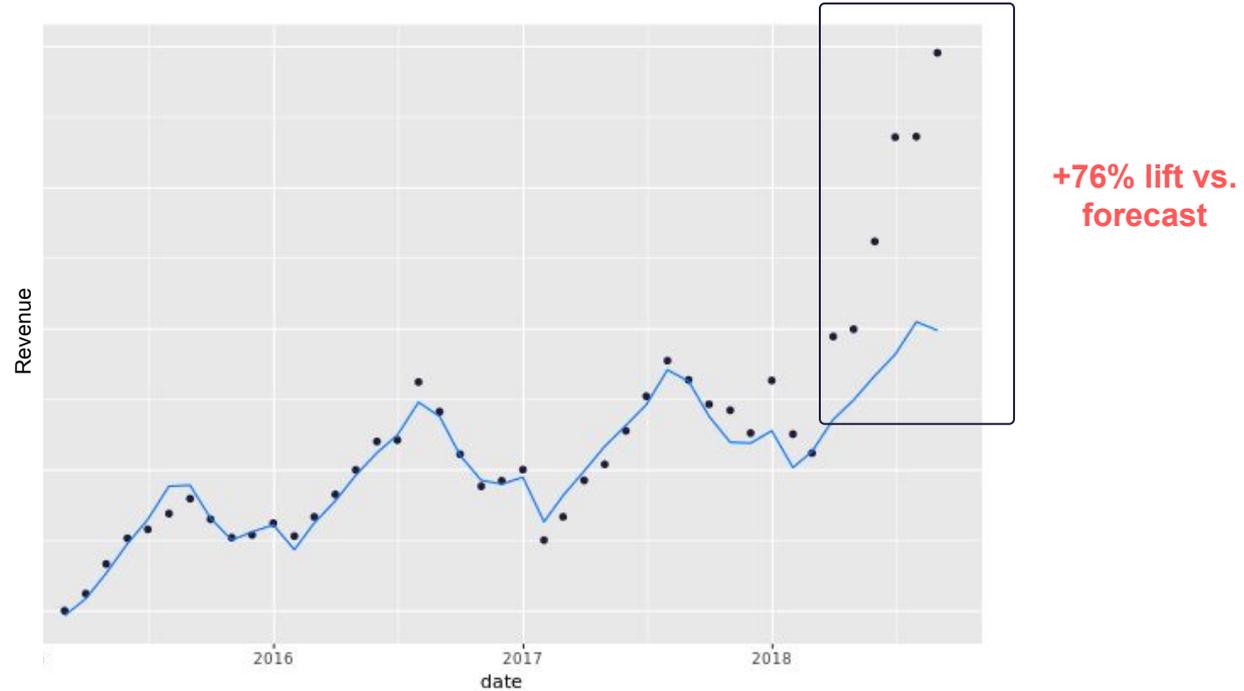


- 1 1 sign per 10 spaces
- 2 Signs at entrances
- 3 Signs on pillars and/or interior walls
- 4 Decals on the sides & front of paystations



# Washington Park: Forecast (line) vs. Actual (dots)

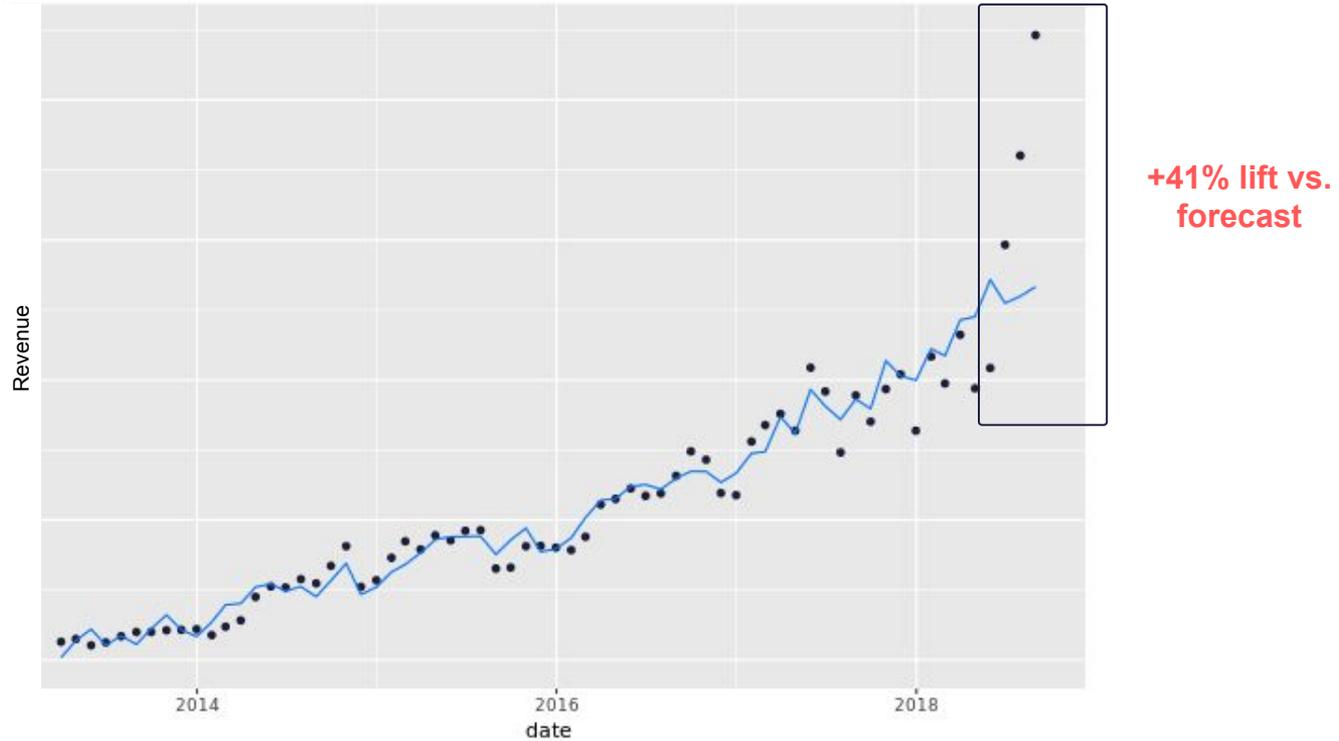
Effect of signage: Increase in Transactions and Revenue





# Great Falls MT: Forecast (line) vs. Actual (dots)

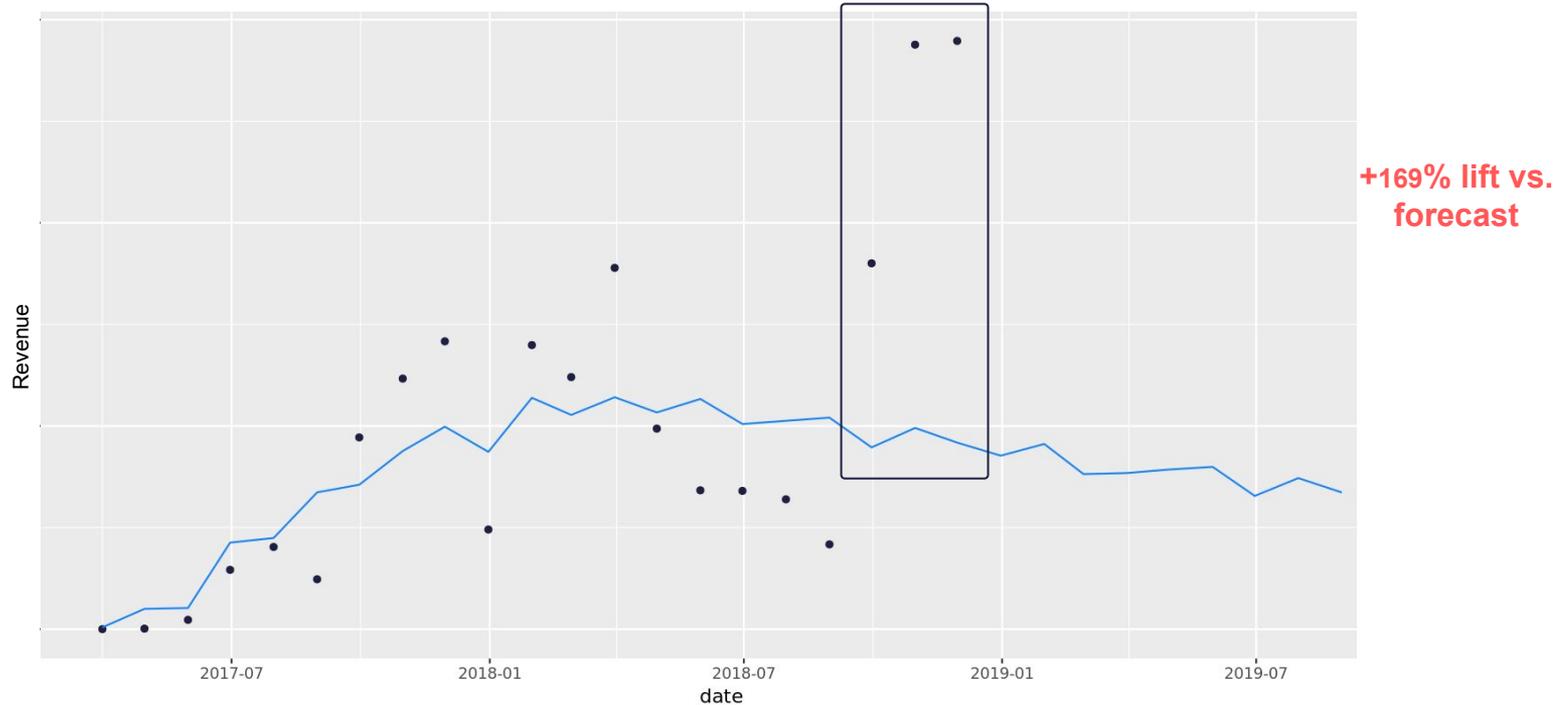
Effect of signage: Increase in Transactions and Revenue





# Memorial University: Forecast (line) vs. Actual (dots)

Effect of signage: Increase in Transactions and Revenue





# Buffalo NY - Transaction Trend



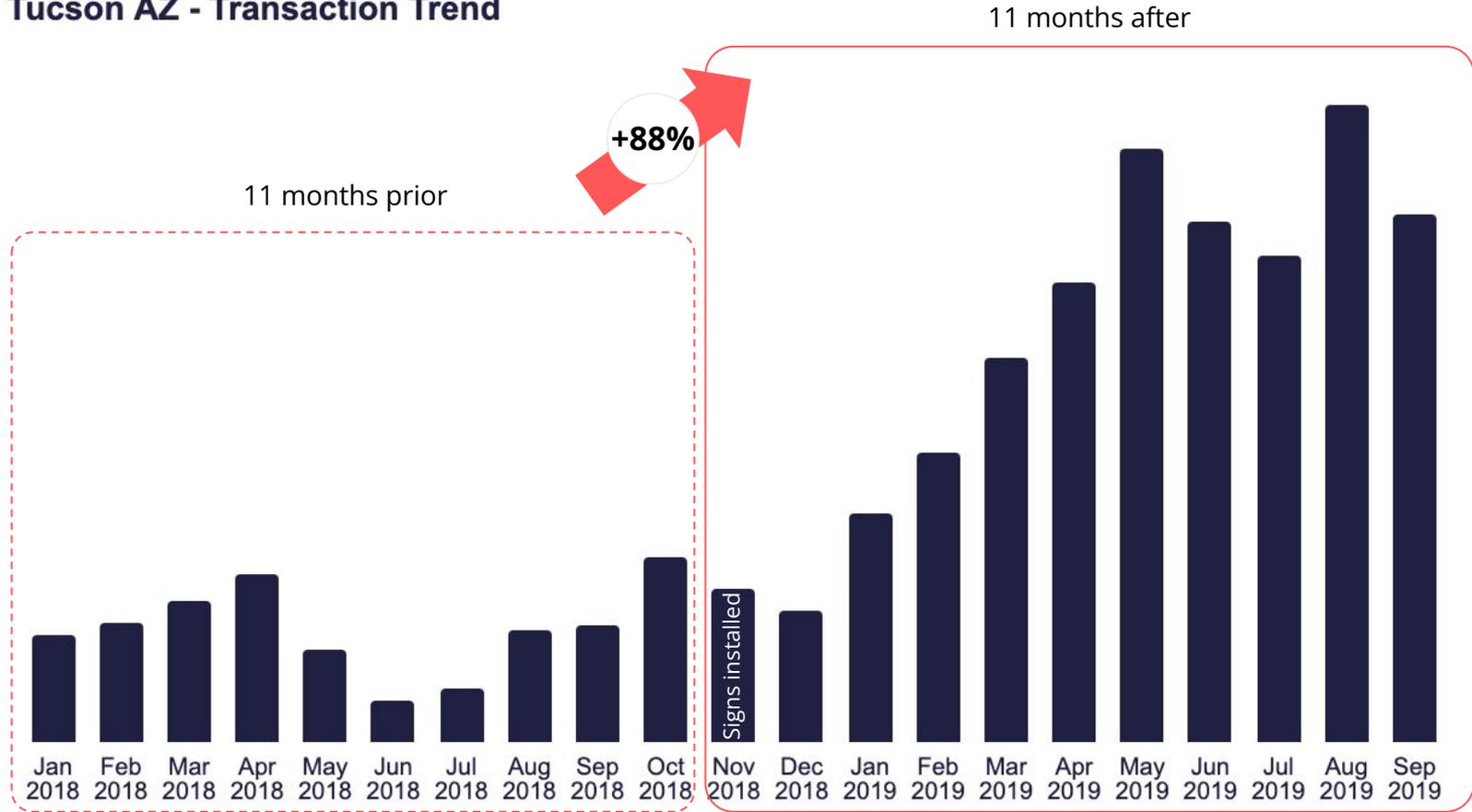


# Norfolk VA - Transaction Trend





# Tucson AZ - Transaction Trend





# Washington Park, OR: Utilization Case Study



Signage  
(1 sign per 10 spaces)



Posters (11x14")



How-to flyers (5"x3")

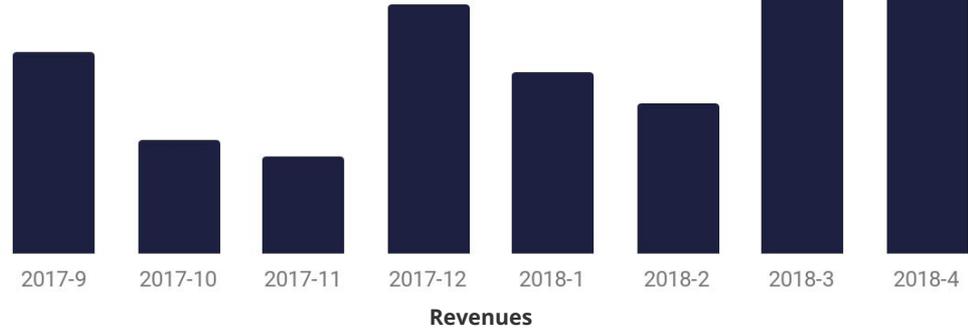


Validation Code Cards



**+73%**  
mobile pay  
revenues

**+45%**  
mobile pay  
transactions



Increases based on Sep'17 - Feb'18 vs. Mar-Apr'18  
~1,500 parking space environment w/ multispace meters (parking lots)