



Signage Best Practices Guide

Passport Parking



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





Decal Design: Single-space Meter

1

Reinforce app on meters

2

Highlight app branding

3

Maintain consistency with sign design and app interface

4

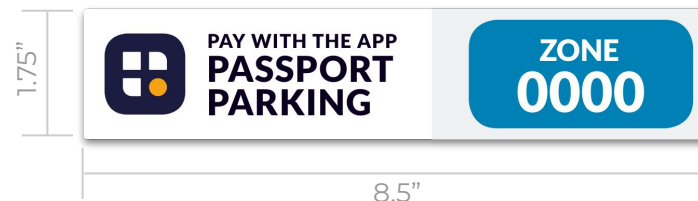
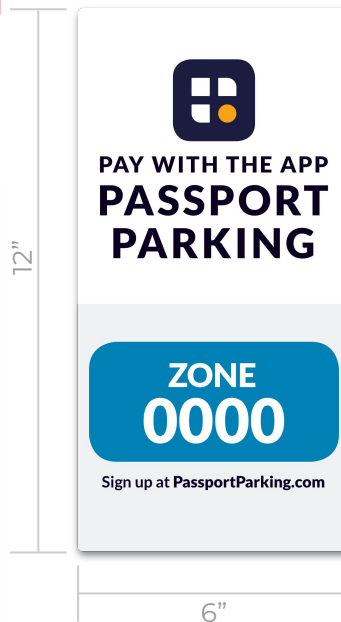
Ideal to place decals on the payment side of the meter





Decal Design: Paystation

- 1 Reinforce app on paystations
- 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: Off-street



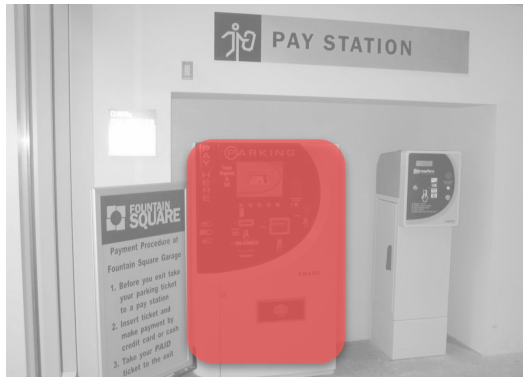
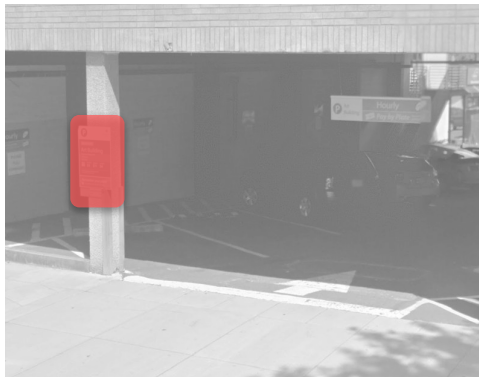
■ = Sign ■ = Paystation

- 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

+76%
Mobile Pay
Transactions



Placement: **Parking Garage**



1

1 sign per 10 spaces

2

Signs at entrances

3

Signs on pillars and/or interior walls

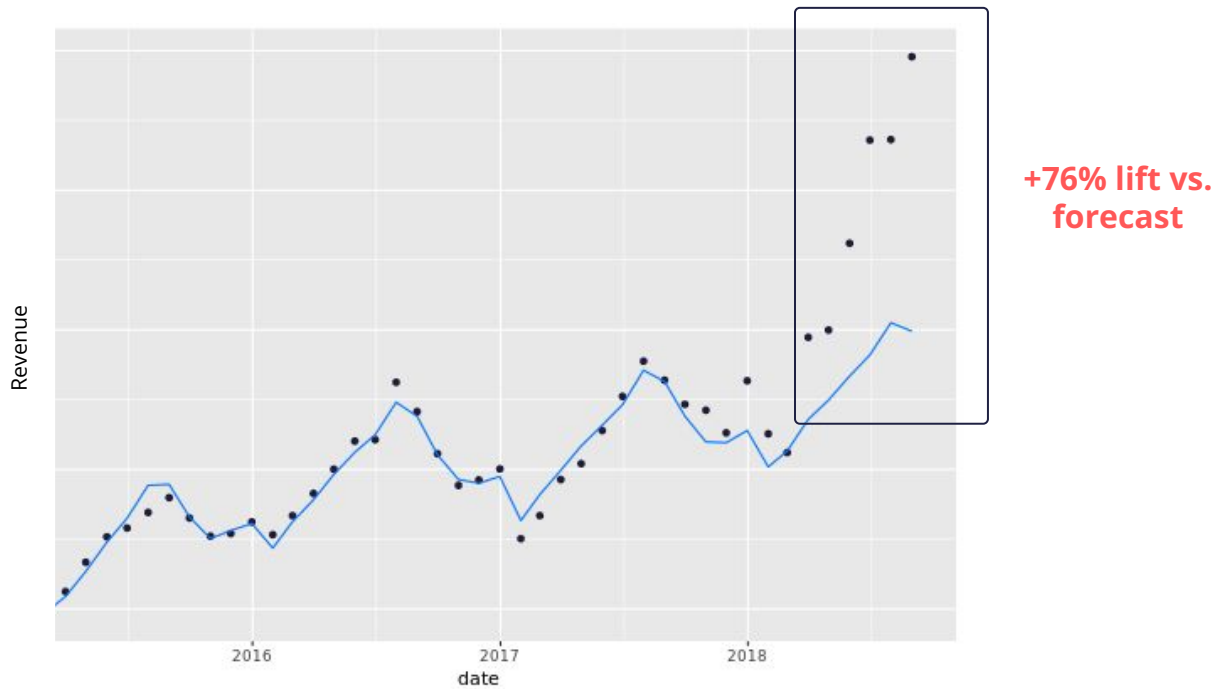
4

Decals on the sides & front of paystations



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

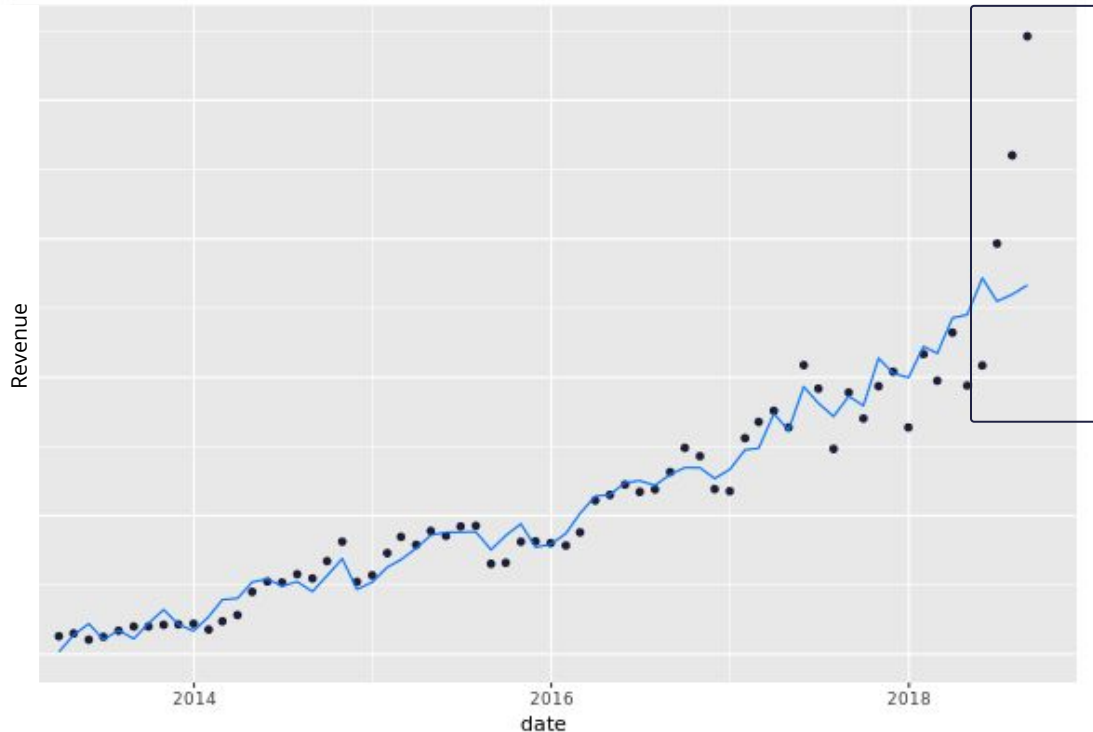
Effect of signage: Increase in Transactions and Revenue





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

Effect of signage: Increase in Transactions and Revenue

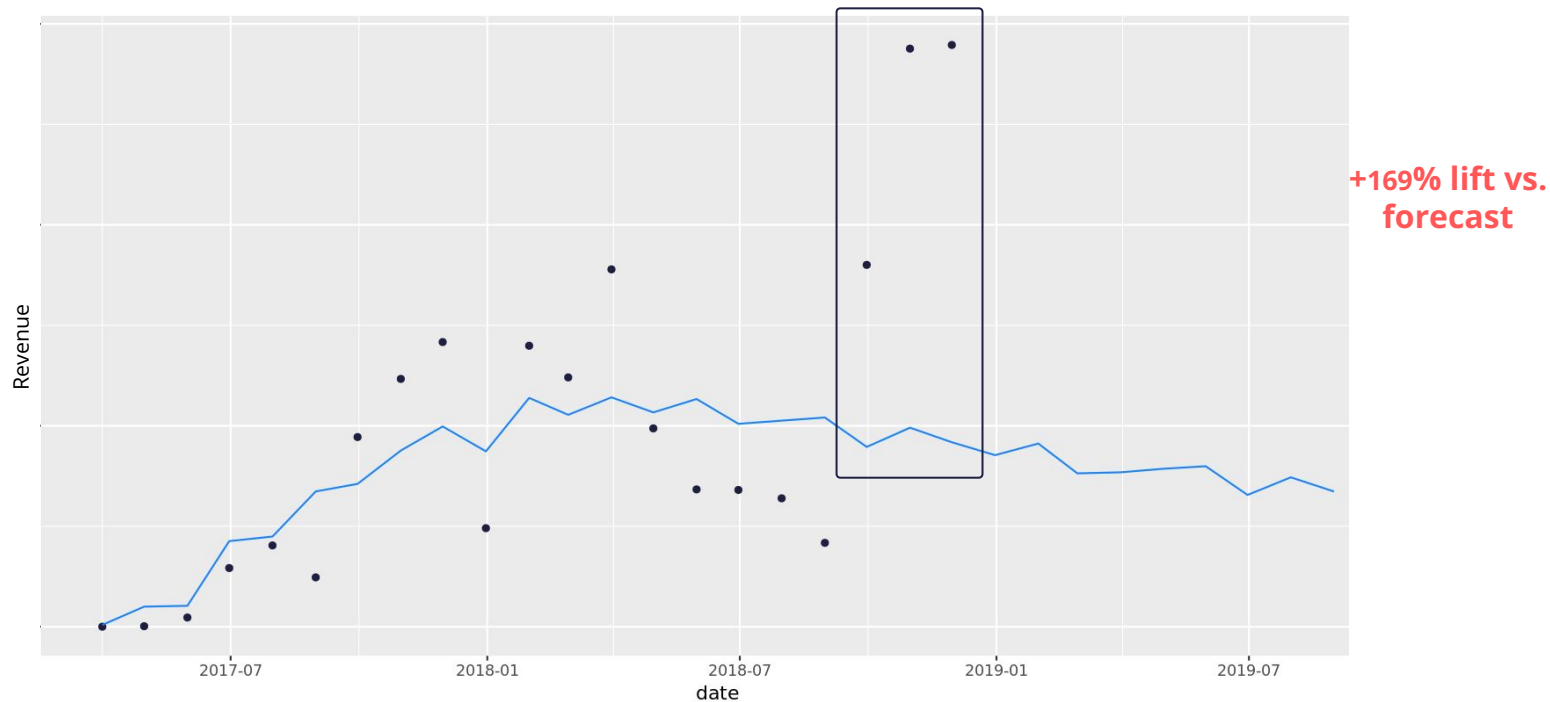


+41% lift vs.
forecast



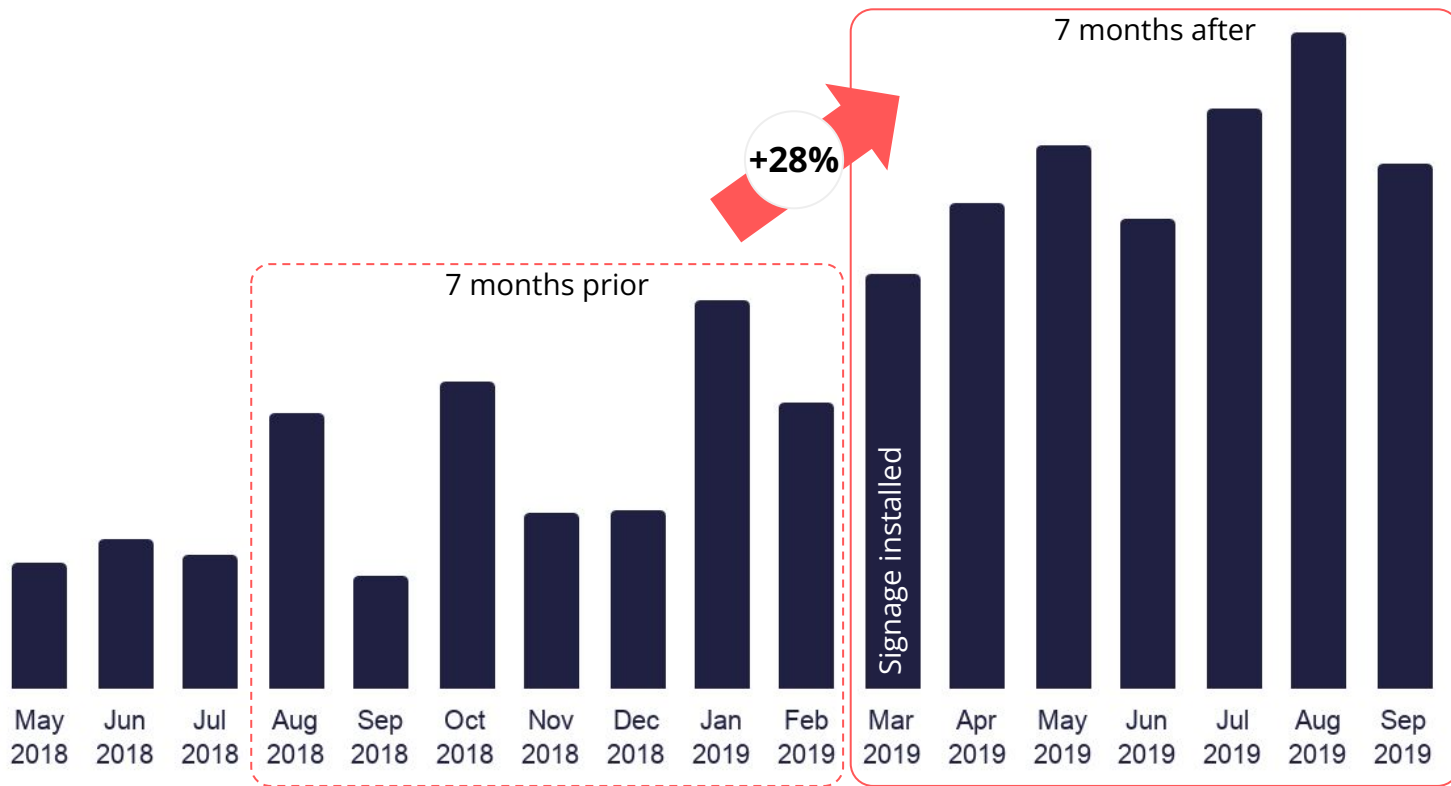
Memorial University: Forecast (line) vs. Actual (dots)

Effect of signage: Increase in Transactions and Revenue





Clayton MO - Transaction Trend





Clayton Signage Change



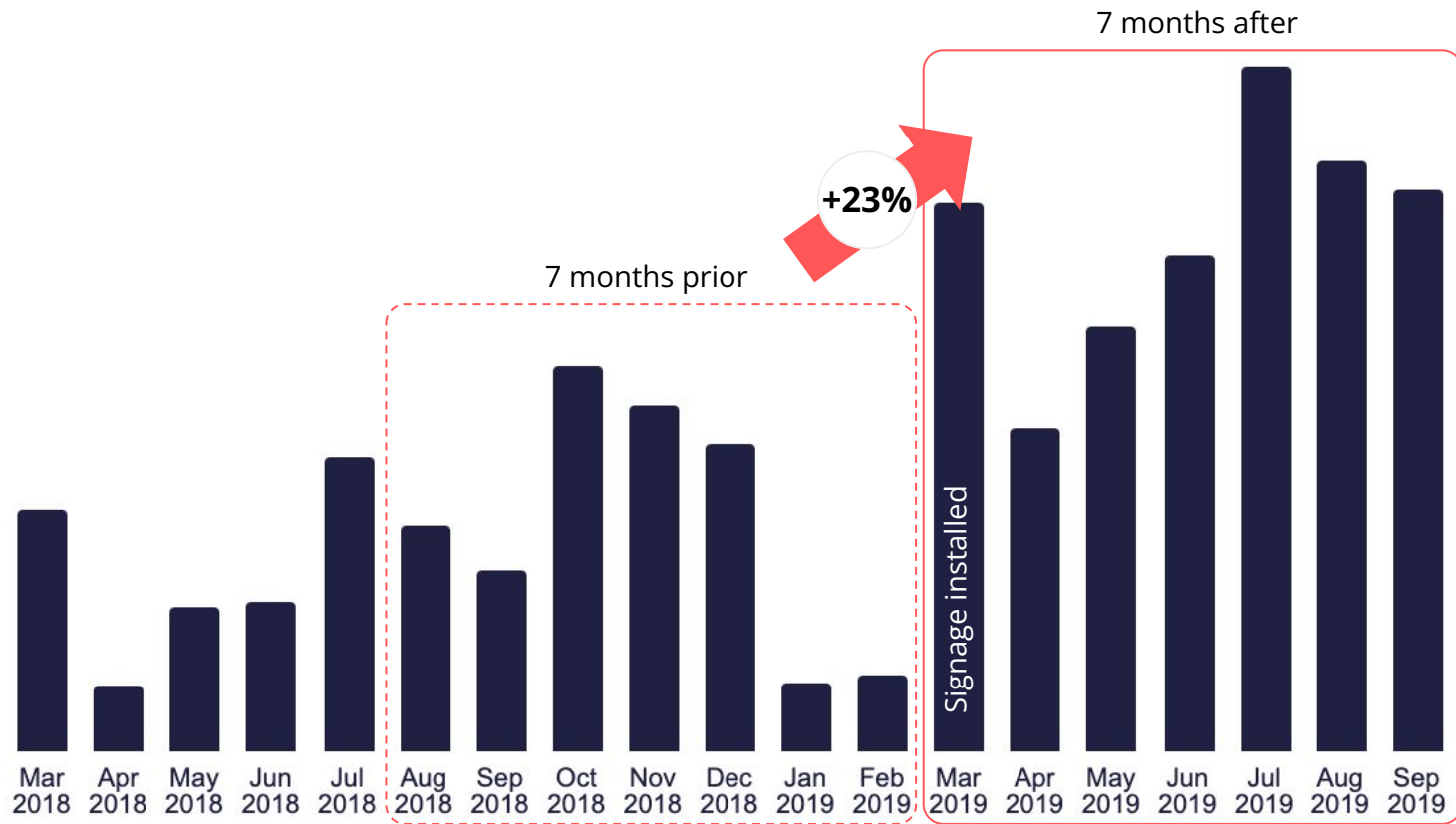
FROM



TO

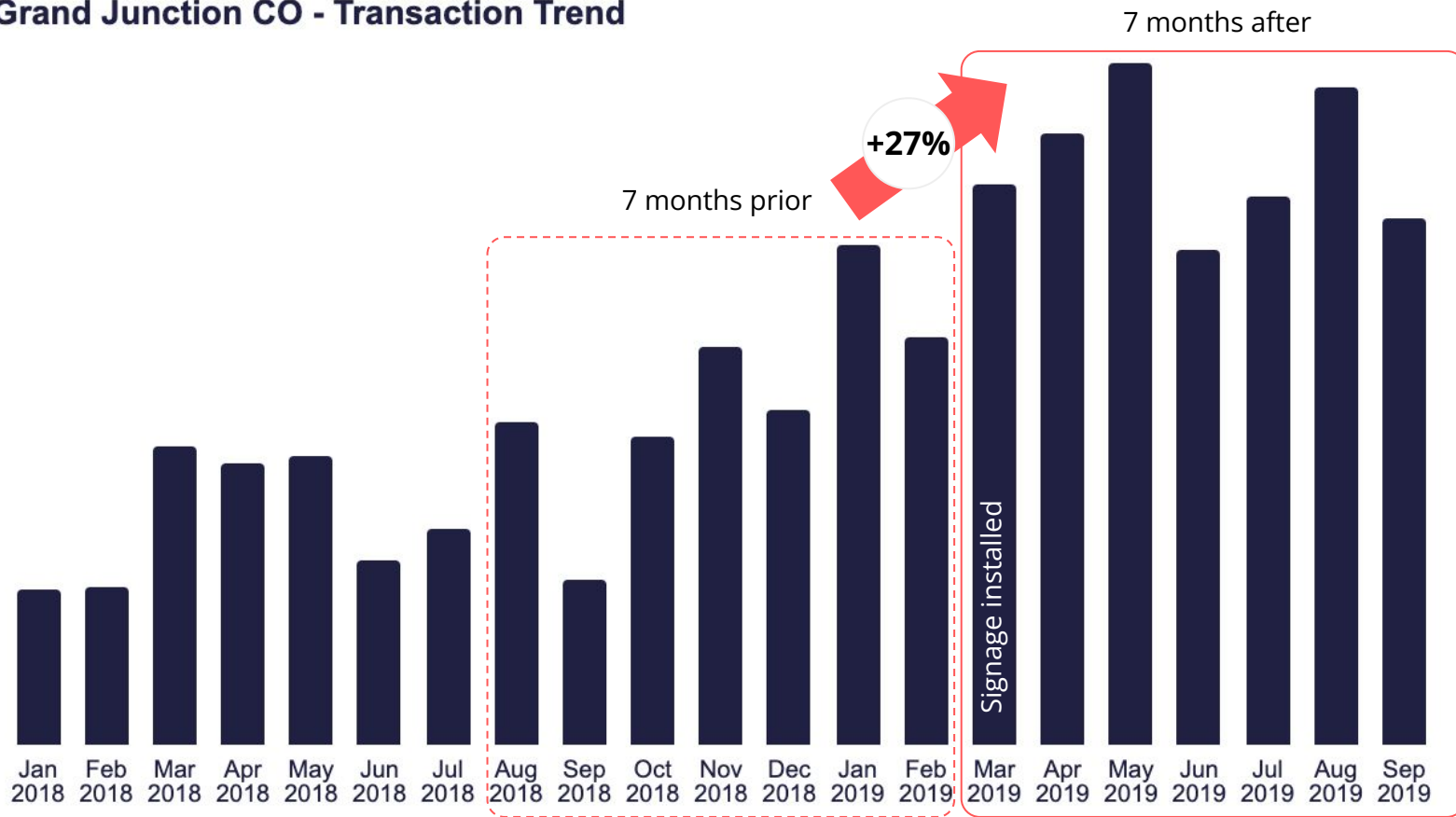


McLaurin Asheville - Transaction Trend





Grand Junction CO - Transaction Trend





Grand Junction Signage Change



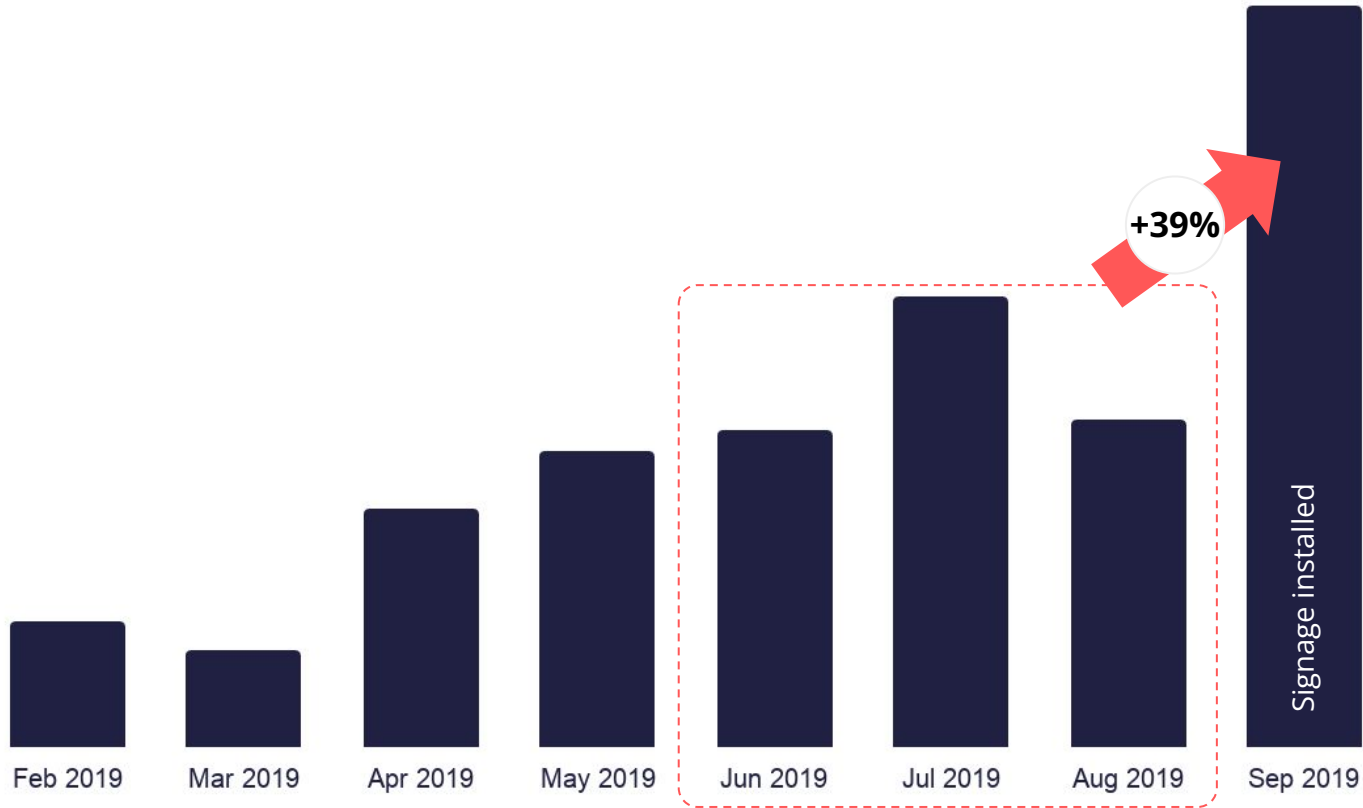
FROM



TO



University of Central Florida - Transaction Trend





UCF Signage Change



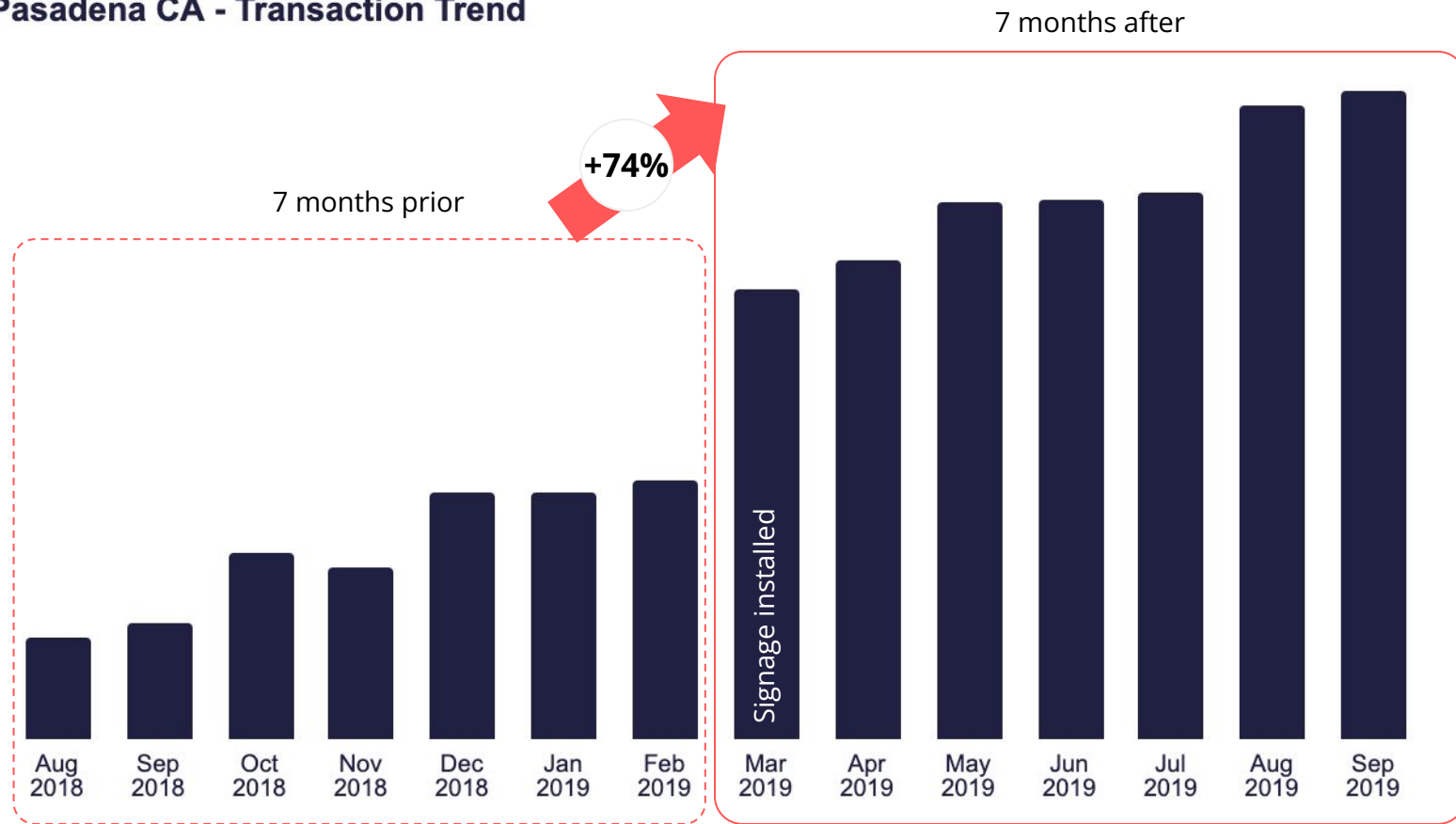
FROM



TO



Pasadena CA - Transaction Trend





Pasadena Signage Change



FROM



TO