

THE POTENTIALITY OF THE SIGNAGES IN SURAT CITY, GUJARAT

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Subject: Management

ABSTRACT

The research is done on the topic of “THE POTENTIALITY OF THE SIGNAGES IN SURAT CITY, GUJARAT”. The main objective of the study is to identify the potential of the major categories of signages. Here researcher uses exploratory research design. Any visual representation which gives information to the customers about a store, any office, building, street, park and so on is called a signage. Signboard gives all necessary information. Effective signage draws positive attention and educates, thereby attracting participants and reducing contamination through proper participation. Different types of signage will be necessary for different aspects of the program, and it may have different purposes in different areas. There are very new technological signages are available in this modern era online and offline both. How they are helpful to general public. Limitation of the study is, only the survey is done in the Surat city, Gujarat. And also, there is time constrain. It is derived from the study that the local/vernacular languages are useful.

❖ WHAT IS A SIGNAGE?

Any visual representation which gives information to the customers about a store, any office, building, street, park and so on is called a signage. Signage helps the customers to easily reach their desired destination.

❖ INTRODUCTION:

Signage is an important part of our everyday lives. From identifying a street name, to branding a specific store, to navigating through a museum, signage is any kind of visual graphic that displays information to a particular audience. Certain signs stand out from others based on the colors, typography, shape and graphics utilized. In addition to printed signs, there are an increasing number of digital signs today.

The aim of this study was to determine the potentiality of signages in the Surat city, and how signage could best be designed for to clearly and uniquely display information, create ease of wayfinding, and attract the largest audience or customers.

This research is important for signage designers, building managers, and anyone who deals with implementing signage to convey a message to people.

❖ THE ORIGIN OF THE SIGNAGE:

Very few products and services have been in general usage longer than signs. Signs have been a fundamental element in trade, commerce and industry for centuries. They are and will continue to be a fundamental factor in our economy as long as there is a need to identify a place of business or express a reason for its existence.

Symbolic advertising may have come into existence very early, when individuals banded together into tribes for mutual protection. Certain individuals, who became particularly adept in producing products such as bows, arrows or utensils, probably drew a picture on the entrance of their cave or hut indicating to others that they had products to exchange.

It was a prosperous era in business. Wealth encouraged the arts, and talent found expression in painting, architecture and literature. Merchant's signs in England, France and Italy began to come under artistic influences and reflected novel designs and colors. The signs were a means of expression for many artists, and involved elaborate carvings, gilt and paints. It is important to note that from the beginning of tribal life up to the middle of the 18th century there is no record of any advertising medium in use except that of criers and on-premise signs and displays. Advertising was strictly an outdoor medium used to designate the point of sale and the types of goods sold. In addition to the economic value of signage of all kinds we know it today, signs have reflected man's culture since these earliest centuries.

❖ THE BEGINNING OF SIGN REGULATION:

Shops began extending their signs farther and farther over the street to attract customers. The signs became more elaborate and heavier-a real danger to pedestrians. Regulations began to limit the extension of signs from shops and also controlled their height to prevent injury to the heads of horsemen riding on the streets.

Without street names or building numbers, signs were used for providing directional information for newspapers and other forms of communication. Signs were therefore used not only by tradesmen and their customers, but by the entire population. During the same period of time in France, and particularly in Paris in the 17th century, merchants also competed for trade by using larger and larger signs. Due to this continuing increase in size, an ordinance was passed in 1761 requiring signs to be fixed against shop walls and projection from buildings was limited to four inches.

Thus, today's sign industry has its roots in earlier centuries, beginning with relatively simple carved and then painted symbols and other types of signs, expanding during medieval days when travel and retail business increased, and growing into the diversified sophisticated graphics signage industry as we know it today.

In 1881 the first electrical sign was built with incandescent bulbs in London, England and featured the word “EDISON” during the International Electrical Exposition in January, 1882. The United States pioneered the night display type of outdoor advertising, and the era of the illuminated sign is distinctly American.

The first electric spectacular was erected in 1891 in New York City. The sign was 50 ft. high and 80 ft. wide and contained 1,457 lamps. The copy was “MANHATTAN BEACH SWEEP BY OCEAN BREEZES.” In the early 1900’s the use of electric signs in the United States continued to expand as retail merchants recognized the economic advantage (i.e. number of exposures to prospective customers) of on-premise signs as compared with newspaper and other forms of advertising.

The first electric sign company. In Chicago in the fall of 1900 Federal Electric Company (now Federal Sign, Division of Federal Signal Corp.) was formed as an off-shoot from Commonwealth Edison Co. which had been renting arclights to its customers. In 1905, in support of Federal Sign System (electric)—a new name selected by Federal Electric Company to reflect its position in the young sign industry—Commonwealth Edison Company published a promotional booklet including pictures of a great number of existing signs in the Chicago area; many are now looked.

Back upon as famous spectaculars. The introduction to this booklet stated: “Electric sign advertising is a unique means of arousing interest in any kind of merchandising, and attention thereby is attracted, held, and finally turned into purchases...Electric advertising is the cheapest and most efficient means of advertising obtainable. The first cost is small and the upkeep slight, in comparison with other forms of advertising...Customers that cannot be reached in any other manner are obtained through the medium of Electric Sign advertising. In conjunction with other Forms of advertising, and Electric sign acts as a follow-up”.

The same statements can be made today, 70 years later, with respect to a well designed and manufactured electrical sign.

Federal sign system expanded its business by providing incandescent lamp signs to serve both as sidewalk illumination and advertising. Some municipalities granted the right to have a sign extend over the sidewalk only if it provided electrical illumination. Electric signs increased sign values significantly for their users because they reached prospective customers at night.

Most of these electric signs consist of a colored porcelain enamel center panel carrying the advertising message, surrounded by a border of lamps. A patent was issued to Federal Electric Company, one of the few granted to the sign industry over the years, covering a clamp socket to hold the bulbs. By 1906 there were 75,000 electric signs in use in the United States and 1909 brought the first mass-produced signs consisting of four lamps of eight candle power equipped with on and off flashes.

❖ THE SIGN INDUSTRY TODAY:

Sign companies today are providing the same services to our country's retail, financial and industrial places of business as did the sign producers of ancient times, medieval centuries and the early days of the twentieth century. The sign industry has deep roots in the world's history, and has broadened its contributions to the increased welfare and success of all kinds of customers.

Signs from earlier days are now recognized and valued as antique artifacts reflecting an Indian scene, just as many of today's signs will one day be important to those who cherish the symbols of our 20th century culture.

As the sign industry has adapted to change over the centuries, so will it continue to respond to the desires of today's and tomorrow's environment.

❖ IMPORTANCE OF SIGNAGE:

- 1) **A customer can easily locate the store with the help of a signage.**
- 2) **Signboard gives all necessary information about the store.** The customer can easily come to know about the products kept at the store without actually bothering anyone. Visual Displays put inside the retail store can actually help the customers to easily locate the merchandise.
- 3) **It is the signboard which actually attracts the customers into the store.** The signage should be interesting enough to pull the customers into the store as a retailer can't afford to lose even a single customer.
- 4) **The signboard should not be too small.** End-users might miss a small signage and hence the whole idea of attracting the customers into the store gets nullified.
- 5) **The signboards are an effective medium of communication between the retailer and the customer.**
- 6) **The signboard gives the store its unique identity and helps in furthering its brand image.**
- 7) A signage goes a long way in influencing the customer's buying decision. A single glance at the signboard helps the customer to decide whether he has to step into the store or not?

❖ **DIFFERENT TYPES OF COLOURS CAN BE A SIGNAGE:**

Color	Meaning/purpose	Information and instruction
Red	Prohibition sign Danger alarm Fire-fighting equipment	Dangerous behavior Stop, shutdown, emergency cut out devices, Evacuate Identification and location
Yellow or Amber	Warning sign	Be careful, take precaution Examine
Blue	Mandatory sign	Specific behavior or action wear personal protective equipment
Green	Emergency escape, First aid sign No danger	Doors, exists routes, equipment’s, facilities Return to normal

❖ **CLASSIFICATION OF SIGNAGES:**

❖ **Based on location:**

1) **Outdoor signages**



Outdoor signage is arguably the most important kind in physical retail because it’s what gets customers in the door, the largest hurdle to beginning a relationship. Exterior signage is the first impression customers have of your business.

These signs need to do more than simply announce who you are, they need to draw in customers and make them want something from you. Effective signage may encourage people who have passed 1 your store many times before to finally give it a chance.

Outdoor signage can take the form of sidewalk signs, entrance signs, awnings, or window signs. Place signage where it is visible to as much walk-by and drive-by traffic as possible. Outdoor signage in

particular should be branded effectively to draw the customer in and help to convey the experience that they can expect inside the establishment

2) Indoor signages:



We can create indoor signage for safety and compliance that acts as an attractive extension of your brand. Ordinary safety & compliance signs are transformed, into extraordinary indoor displays.



Full size menu boards, in-office signage and wall size artwork are examples of our indoor information boards and signs.

The first impression of company's brand that customers see are your reception signs, your indoor office signage needs to leave the right impression on both customers and employees.

→ Influence impulse purchases and make your next sales promotion profitable with custom indoor Point-of-Purchase displays.

❖ Based on application:

1) Recreation and sport

Signages are used in the sport arenas , parks, recreation facilities, and amusement parks.

Campers



Picnic area



Swimming



Sailing



Canoeing



Snowmobiling



Marina,boating



Camping



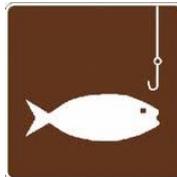
→ Bicycling



Women/Girl's toilet



Fishing



Skiing



→ Golf



Tennis/badminton



2) Travel

→ Followings are the travel signages:

Airport



Departure



Arrivals



Car rental



Bus



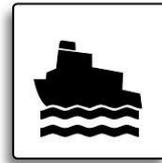
Train



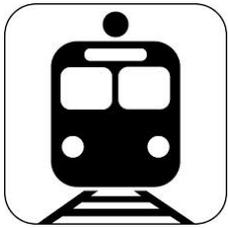
Taxi



Ferry



Monorail



Automobile



Lost & found



Locker



Fuel



Baggage claim



Customs



Immigration



Money exchange



motorcycle



moving sidewalk



Lodging



BASED ON UTILITY:

1) MANDATORY SIGANGES:

Mandatory signs are generally circular with a white border and symbol on a blue background. They usually indicate something all drivers must do (e.g. keep left) or a facility available to certain classes of traffic (e.g. pedal cycles only).

Mandatory Signage's are road signs which are used to set the obligations of all traffic which use a specific area of road. Mandatory signs to tell the traffic what to do. These are circular in shape, having black symbols on a white background with a red border, although the latter is also associated with prohibitory signs.

- 1) Ahead only (Turning left and right is prohibited)



- 2) Turn left ahead (right if symbol is reversed)



- 3) Turn left (right if symbol is reversed)



- 4) Keep left (Right if symbol is reversed)



- 5) **Split-way**, i.e. motorists can pass to either side, but either side **might not** reach the same destination.



- 6) Route to be used by pedal cycles only



- 7) Route to be used by pedestrians only



- 8) Route to be shared by cycles and pedestrians



- 9) Segregated route for pedal cycles and pedestrians (Cycles on left; pedestrians on right). Symbol may be reversed.



The exceptions are the octagonal red STOP sign, the triangular GIVE WAY sign and the various mandatory STOP signs that are circular and have a red border.

- 1) Stop and give way



- 2) Mandatory stop for police checks



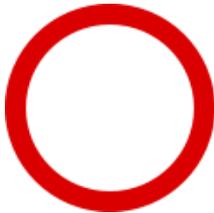
- 3) Mandatory stop for private property security checks



2) PROHIBITORY SIGNAGES

Prohibitory signs, which generally tell drivers what they must not do, are mostly circular and have a red border. The red ring indicates the prohibition; diagonal bars are used only on signs which prohibit a specific man oeuvre, i.e. banned left or right turns and U-turns, or a certain class of vehicle, i.e. lorries.

- 1) No entry for vehicles in both directions, including pedal cycles



- 2) No lorries



- 3) No sounding of vehicle horn



4) No parking



5) No left turn



6) No U-turns



7) No overtaking



3) DIRECTIONAL SIGNS

- Signs indicating destinations reached via **expressways** have white lettering on a blue background.
- Signs indicating destinations reached via other roads have white lettering on a green background.
- Signs indicating local destinations have black lettering on a white background.
- Signs indicating recreational facilities and landmarks have white lettering on a brown background.

- 1) On approach to a junction (single direction)



- 2) At the junction



- 3) Direction to local destination



- 4) Direction to place of interest



BASED ON ILLUMINATION:

1) SELF-LIT

Self-powered lighting is a generic term that describes devices that emit light continuously without an external power source. The signs do not require electricity or batteries, and are most commonly installed where it is difficult to get electric power to the location where an exit sign is needed. Historic and architecturally significant buildings are common uses for this technology, although they are approved for use nearly anywhere.

Early self-powered lighting used radium paint, which posed serious health risks to the workers who manufactured and applied it, as well as to users of those early self-powered lighting devices. Modern devices, however, are generally considered to be safe and effective.



2) NON-LIT

Non-lit signs help your business by using different parts of your property to help attract more customers.

Using a banner, you can advertise upcoming specials. If you are going to a trade show, a banner stand helps potential customers to notice you.



❖ Universal signages:

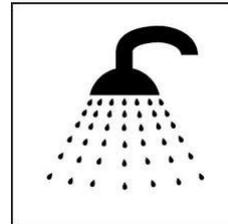
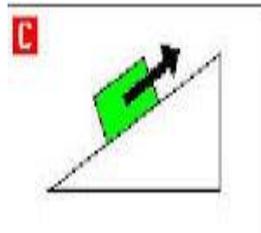
Exit

Entry

Ramp up

women's toilet

shower

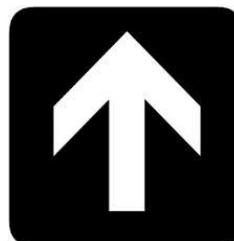
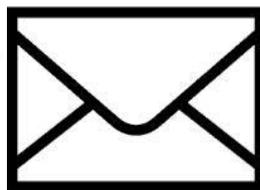


Waiting room

mail box

check room

up



No entry



information



no parking



down



Escalator



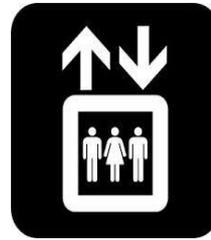
stairs



Drinking fountain



Elevator



Emergency



handicapped



women's toilet



Telephone



men's toilet



No smoking



international symbol of accessibility



❖ GUIDELINE TO MAKE SIGNAGE EFFECTIVE

→ Effective signage draws positive attention and educates, thereby attracting participants and reducing contamination through proper participation. Different types of signage will be necessary for different aspects of the program, and it may have different purposes in different areas.

→ The three keys are:

- 1) Be consistent in the look and placement of the signage (for it to be easily and readily identifiable).
- 2) Be clear in the purpose and wording of the signage (so it is understandable and doable).
- 3) Make it attractive and attention-grabbing.

Using a slogan for the program provides a good through-line for signage. Signage should be checked periodically to be sure it is still in good condition (attached, holding up under the stresses of container usage and cleaning, etc.). Replace and update signage as necessary.

When designing signage, ask yourself the following questions:

❖ For what purposes is signage needed?

General education

- Identifying recyclable materials
- Identifying general steps for participants to follow
- The overall process of recycling

Specific tips for areas throughout the office and/or facility, such as:

- Copying and printing areas
- Food areas
- Maintenance areas
- Medical areas

Promotion

- Of the program - brief history; include motivation behind and commitment to
- Of incentives/rewards

❖ Where is signage needed?

→ Areas that can contribute to a high level of recovery of recyclable materials

- On the containers (on the side – or above, if containers are short – and on the lid near the opening)
- In office copying and printing areas
- Point-of-sale areas
- High traffic areas/high visibility areas

- Loading dock/compactor/maintenance areas
- Multiple signage in the same area as reinforcement of purpose
- Signage directly on the containers as well as above the recycling stations
- On the office recycling containers as well as near copy machines and printers

❖ What “look” should signage have?

Location

- Is placement on a wall?
- On a container?
- On equipment?
- Is placement in a public area?
- In a staff area?
- In a “VIP” area?
- In an eating area?

Consistency

- In using logos, slogans, fonts, graphics - a “look” specific to a particular area, but tied into overall facility “look”
- Pre-set design parameters - established by the organization and needing an “O.K.” to proceed

Clarity

- Is it readable?
- Is it understandable?
- Is it obvious what compliance entails?
- Is it too “busy” in details or wording?
- Are graphics, especially directional ones, accurate and helpful?
- Does the sign serve its purpose?

Material sign is composed of

- Would it be more appropriate/effective as an adhesive label?
- A poster-sized board sign?
- A note that can be pinned up at a desk area?
- A paper signs?
- A metal signs?
- A stenciled sign painted onto a container or a wall above containers?

❖ **How will signage be affixed?**

Location

- Does it need to be affixed to a wall or container?
- Does it need to be weather-resistant?

Surface to be attached to

- Is it wooden? Plastic? Metal?
- Porous? Non-porous?
- Treated? Temperature variant?

REVIEW OF LITERATURE

- ❖ Calori, C. **2007**. Signage and Wayfinding Design. Wiley Publishing.
In this practical guide, author Chris Calori outlines her "Signage Pyramid" method. This approach divides signage into three interrelated focus areas and components - the Information Content System, the Graphic System, and the Hardware System - making it easier to solve the often-complex design problems posed in a comprehensive signage program.
- ❖ Editors from Signs of the Times. **2006**. Commercial Sign Techniques Step-by-Step. ST Publishing, Inc. With more than 250 full-color photos, this book covers the techniques used by the world's leading sign making experts to fabricate the kinds of signs commercial sign shops make every day: vinyl graphics, signs and banners; carved, painted and gilded signs; pinstriped vehicles; screen printed flat signs. Learn different techniques and diversify your business. Also includes gallery photos for ideas and resource list of manufacturers and product distributors.
- ❖ Electrical General Study Guide. **2008**. International Association of Electrical Inspectors. The Electrical General Study Guide has been painstakingly updated to the 2008 National Electrical Code. Questions are formulated to be similar to test formats you are likely to find in the electrical inspector certification examinations.
- ❖ Garvey, P. M. & Pietrucha, M. T. **2005**. Electronic Message Center Research Review. The United States Sign Council Foundation. Pennsylvania State University Park. This publication provides a compilation of currently available research concerning the use, function, safety, and regulation of Electronic Message Center signs. This document provides research designed to answer questions from both users and regulators in addition to providing information concerning the effectiveness and safety of Electronic Message Centers.

- ❖ Garvey, P. M., Pietrucha, M.T., & Cruzado, I. **2009**. The Effects of Internally Illuminated On-Premise Sign Brightness on Nighttime Sign Visibility and Traffic Safety. The United States Sign Council Foundation. Pennsylvania State University Park.
This academic research project compares daytime and nighttime visibility of onpremise internally illuminated signs. The investigation uses seven different levels of internal sign illumination displayed to subjects to evaluate the impact of varying sign brightness levels on the nighttime visibility of internally illuminated signs. The study also studies the consequent safety effects of varying sign brightness levels in terms of driver reaction time and distance.
- ❖ Garvey, P. M., Pietrucha, M.T., & Cruzado, I. **2009**. Internal vs. External On-Premise Sign Lighting, visibility and safety in the real world. The United States Sign Council Foundation. Pennsylvania State University Park.
This academic research project includes a real-world field study investigating the difference in visibility and legibility between internal and external on-premise sign illumination utilizing signs in actual roadside environments identical in all design aspects except for the method of illumination. The findings show that under real world conditions, internally illuminated signs performed significantly better than the 40 to 60 percent advantage shown by previous test track studies. The results of these tests produced an average of 70 percent visibility in addition to driver reaction time advantage, all correlating into quantifiable traffic safety benefits.
- ❖ ISA Aluminum Sign Welding Guide. **2008**. International Sign Association.
This publication offers a reference to sign engineers, shop managers and qualified welders to ensure designs and procedures meet all industry standards and requirements for welding quality as detailed in AWS D1.2. It was developed specifically for sign manufacturers or any company that includes welding in its shops.
- ❖ Moving the Bus Back into Traffic Safely - Signage and Lighting Configuration Phase I. The National Center for Transit Research (NCTR). University of South Florida. Transportation Research Board. Posted on **February 5, 2008**.
The National Center for Transit Research (NCTR) at the University of South Florida has released a report that explores efforts designed to improve the safety and effectiveness of bus pull-out bays. Efforts examined include lighting and signage on the back of the bus, roadway signs, and Florida yield-to-bus statutes.
- ❖ **2005**. Pennsylvania State University. United States Sign Council.
This research includes tabular and graphic documentation of the experience of 88 mass market retailers, representing over 68,000 retail sites in the United States. Data from first person interviews was collected and analyzed forming a straight-line relationship between business performance and adequate on-premise sign size, height, location, color, and position.
- ❖ A Passion for Safety: The History of IAEL. **2005**. International Association of Electrical Inspectors.
This publication includes personalities, safety campaigns, humor, timelines, historical moments, and little-known facts about IAEL.

- ❖ Paulson, S. **2006**. *Church Signs Across America*. Woodstock: The Overlook Press.
The subject matter of this book is church signs from churches of every denomination across America. The author studies church signs, signs and signboard, religious quotations and maxims, church buildings, and church marketing through signage.
- ❖ Planning and Urban Design Standards. **2006**. American Planning Association. Hoboken: John Wiley & Sons.
This publication includes sets of standards for several urban design elements such as structures, building types, transportation, utilities, and signage.
- ❖ Sign line. **2001-2007**. International Sign Association.
Sign line is a newsletter for sign users, sign companies, planners, building and zoning officials, and other government groups connected with the sign industry. Presenting information on design review, amortization, the economic value of on-premise signs, and other related topics, this publication is a critical read for anyone dealing with signs.
- ❖ Structural Welding Guide for Sign Contractors & Installers. **2005**. International Sign Association.
This guide, a new publication from ISA, introduces readers to the American Welding Society (AWS) Structural Welding Code for steel as a manual to provide a tool to help sign fabricators and installers develop welding procedures that support quality assurance. It presents a detailed description of two principal welding code requirements: qualification of a welding procedure specification (WPS) and welder performance qualification (WPQ).

RESEARCH METHODOLOGY

❖ OBJECTIVES OF THE STUDY:

- To identify the potential of the major categories of signages in Surat city
- To identify the usefulness of directory signages in Surat city.
- To know the requirement of local/vernacular languages in signages.
- To know the required improvement in signages.

❖ RESEARCH DESIGN

- The research design is the blue print for fulfilling objectives and research questions. It is a specific methods and procedures for conducting a particular study. Marketing research studies can be broadly classified into three basic types namely, exploratory, descriptive and casual, depending on the objectives and prior knowledge on the issues being examined.

- I. Exploratory research design
- II. Descriptive research design
- III. Casual research design

Here researcher uses **exploratory research design**. Exploratory is particularly useful when researchers lack a clear idea of the problems they will meet during the study.

❖ **SAMPLE DESIGN:**

- Extent: Surat
- Sampling size: 1500
- Method of Data Collection: Personal Interview/Survey
- Research instrument: Questionnaire
- Research environment: Field Study
- Sampled Population: General public
- Sampling Technique: Non-Probability Convenience Sampling

❖ **METHODS OF DATA COLLECTION: -**

The data has collected in two ways.

1. Primary Data:

Primary data are those, which are collected for the first time, and they are original in character.

A suitable combination of **Questionnaire techniques**, & discussion with the respondents was used to collect the required Primary data. Primary data gives higher accuracy and facts, which is very helpful for any research and its findings.

Here, researcher was collected primary data from questionnaire i.e. PERSONAL INTERVIEW.

2. Secondary data: -

The secondary data are those, which are already collected by someone for some purpose and are available for the present study.

Secondary data was collected from the magazines, internet and by means of discussion with the guide, and other such sources.

RETAIL SIGNAGE

❖ **Directional Signs**

As the name implies, directional signs point customers to your place of business. Directional signs are large and attract attention through color and simplicity.

Billboards: Advertising on large billboards can spark the shopping experience miles away from the establishment. Business information (company name, directions, products and services) and attractive pictures are essential on billboards. Lettering should be large enough to catch the eye of fast-moving vehicles. Lighting the billboard gives you an added advantage, as it extends advertising time into the evening.



Entrance signs: Effective entrance signs are crucial, because they form the first impression customers have of your business. Unique and seasonal entrance signs prepare customers for the shopping experience by creating a sense of excitement and anticipation. Having welcoming statements on the entrance sign helps customers know that your business is friendly.

Entrance signs that can be changed weekly or bi-weekly are great because you can easily highlight weekly specials, new items, and upcoming seminars and workshops. Entrance signs can also provide answers to customers who are shopping for gifts or searching for garden improvement ideas.



Be careful with entrance signs. In the eyes of customers, a poorly maintained entrance sign is a sure sign of a sloppy business. Conduct routine maintenance by applying a fresh coat of paint or removing vines and brush that hinder the customers' view of the sign. Brightly colored, low growing plants that can withstand the abuse of drought and other harsh environmental conditions should be used around the sign. Mulch or weed barrier should also be placed around the entrance sign to avoid weed buildup and constant maintenance.

Customers may encounter other directional signs before entering the retail area, and in the retail area itself. These may include signs for parking, the display garden, restrooms, the office, and the production greenhouse. These areas should be clearly marked for good traffic flow.

❖ DEPARTMENTAL SIGNS:

Departmental signs categorize types of plants or hard goods that you sell and are more specific than directional signs. Departmental signs are located inside the business, are usually located above the product, and are highly visible to customers. Good departmental signs avoid the constant bombardment of customer questions such as "Where are the petunias?" and "Do you have any perennials?"

Banners: Banners can disguise unsightly buildings or other bland spaces on the property. Several large plant firms are now selling banners with their point-of-purchase (POP) marketing packages. Also take advantage of local sign making companies that can create banners of plastic, nylon, or canvas. Banners set out near the entrance sign can also list specific plant material that is available or special seasonal services (mulch, holiday wreaths and roping, aquatic plants, etc.). Banners should always be stretched tightly so that the lettering is visible to customers.

Handouts, maps, and icons: Handouts and maps should be placed in a weatherproof structure that is near the main entrance. Handouts may contain specials or coupons, along with plant information and tips on garden care. Maps are particularly good on large properties that contain several retail structures. Retail greenhouses should be assigned numbers or letters for ease of directing customers. Another way to communicate to shoppers is by displaying icons that present a list of destinations on the property. For example, wooden cutouts of animals can be used to describe and direct customers to different locations in the retail area.

Service signs: Service signs tell customers what the retail center can do for them in addition to selling quality plants. Repotting, plant boarding, fertilizing, pruning, leaf polishing, landscaping, plant rentals, and delivery are all examples of services that a grower-retailer may provide for his customers. Service signs need to be located above the service area.

Another great place to advertise services is at the cash register, where customers spend time waiting to check out. Policies can also be displayed in the cash register area. Use fast food restaurants as your example, and display pertinent information on a large sign behind the cash register. Customers can associate with this type of signage strategy.

❖ MARKETING SIGNS:

Marketing signs attract customers to displays, so they should be colorful and easily transported.

A-frame signs: These can be set up and taken down quickly, so they are ideal for advertising special deals for the week or month. Discounted items or "buy one, get one free" deals can be displayed on A-frame signs.

Cardboard and corrugated plastic signs: These signs are often part of the POP marketing programs mentioned above. Generally, these signs are 3 to 4 feet tall and advertise specific brands that customers can quickly identify. The Flower Fields, Simply Beautiful, and Proven Winners offer these signs to retailers to establish a focal point in a display.

Dry erase boards and chalkboards: Dry erase boards and chalkboards can be written and changed quickly, but always put the marker in the hands of someone with a creative flair and good penmanship. These erasable signs are great but mean little to customers if they are hard to read.

❖ INFORMATIONAL SIGNS:

Information signs describe the product for the consumer. They provide details on planting information and care of the plant.

Card signs: Besides the 11x7 inch pedestal signs used by most retailers, there are bench cards and hanging cards. These are very effective because they can be placed directly beside the product. The container industry is now incorporating a slot for card signs in bedding plant trays. Hanging card holders can be hung from a greenhouse truss or purlin. Placing cards between baskets is a great way to provide plant information to the customer.

External pot signs: Laser printed pots or injection molded thermoform pots, stickers, and paper rings are all examples of external pot signs. Laser printing on pots may be the most effective tactic available to growers. A good example of highlighting a specific brand on a pot would be the Wave petunia series offered by Pan American Seed Company. Printing directly on pots also offers an opportunity to showcase your logo and store name. Printable stickers that are waterproof and contain plant information are an alternative to laser printing. One advantage of stickers includes cost; the disadvantage is the amount of time spent applying stickers. Paper rings that surround the pot are a new method for marketing plants. These pot sleeves are easier to apply than stickers, but still cost less than printing on pots. This may be an ideal solution for small grower-retailers.

Tags: Tags are signs, too! Large, colorful tags and locking-type tags are increasing in popularity because they are more visible to customers and do not detract from the plant. Large tags that are one half to one third the size of the final product are appropriate because they show in great detail how the mature plant will look in the garden.

EXAMPLE 1:

RAHULRAJ MALL



(Signages used in Rahulraj mall, surat)

INTERIOR SIGNAGES

- ❖ In a mall lots of customers are arrives at a time with their vehicals ,for parking their vehicals in a mall parking area is available. For making awareness their employees and their customers about parking area they are using signage (boards) . that we can see in the image....



- ❖ they are providing the information about the use of electricity at near every switch boards, using the information signage.



- ❖ Before entering in the manager's office, they are giving the instruction about removing the shoes. This is also one kind of information signage.



- ❖ Fire Extinguishers: this is a premium range of appliances available in ABC powder , with dry nitrogen gas. ABC powder is one of the most versatile and highly effective agents suitable to combat fires involving wood, inflammable liquids, gases and electrical wiring.
Class 'A' (solid combustible): wood, paper, furnishings, rubber, stationary ,etc.

Class ‘B’ (flammable liquids): oil, kerosene, paints, petrol, etc. (kitchen ,warehouses, garages services stations, petrol pumps, generator rooms).

Class ‘C’ (flammable gases): LPG, Acetylene Electrical started fires, etc. (storage Depot, Restaurant ,homes workshops.)



- ❖ outside the management office of the mall they are providing the information about the office ,so that people can know that where the management office is located.



- ❖ For cleaning purpose, they are providing the information using this information signage.



- ❖ Out of every elevator they are giving the safety instruction , that we can see in the below image, it is also called information signage. And also provide the information about the users of the elevator.



- ❖ At the each elevator they are providing the safety instruction , that we can see in the following image, i.e. called the information signage.



- ❖ On the all floors , they providing the information about the Drinking water, Washroom, Elevators, fire exit, etc. using the signage.



REGARDING THE RAHULRAJ SHOPS.....

- ❖ In a mall each shops are providing the information about what they are selling? And for whom they are



selling?

Eg. Glamup is selling the cloths for the girls only.

- ❖ If any shop is giving the scheme then that shop also provide the information about the scheme outside the shop. Eg. Oraplon provides , that we can see in the following image.....



Also each shop providing the information regarding “entry” and “exit” in the shop.....



- ❖ If any shop is not take their goods return from the customers, in this situation also they are providing the information about it.

→ **About the snow park in Rahul raj**

In a mall, outside the snow park, they are providing the information about the snow park as well as the address of the mall is also providing in the poster. And the birthday boy or girl can take free entry in the snow park.



- ❖ They are also making the advertisement for the snow park using digital signage., that we can see in the following image.....



❖ Rights of admission reserved:

No pets: customers can not arrive with their pets in a mall

No weapons: customers can not arrive with their weapons in a mall. And so on....



❖ **CUSTOMER'S FEEDBACK:**

- 1) To identify the way, where to go and how to go.
- 2) Most of illiterate people or less educated people cannot understand English language used in signages.
- 3) Showing images, billboards, etc. people think mall is so hi-fi.

❖ **SUGGETIONS:**

- 1) Install the signage at a place which can be easily viewed by all even from a distance.
- 2) A single word "Discount" written on the signboard outside the store can do the trick. The customer would be inquisitive enough to find out what the store offers. He would definitely step into the store to check out the various options. There is actually no need to mention how much discount, what percentage and so on.
- 3) The languages used in signage should be English as well as Gujarati or Hindi.

Example 2:

❖ **Surat Railway station signages:**



→ **On the out side** of the railway station ,government providing the instruction to the auto drivers and taxi drivers, that they have to drop their passengers at the decided place. That we can see in following image.



→ The information regarding parking and , no parking is also their, that we can see in the following images.



→ The other boards or signages that indicate the places.
Eg. Sub-way, that we can see in the following image.



→ The time is also consider as a signage. The watch for the time is also provided on the railway station. So that the people can know about the timing.



→ The information releted cloak room, Retiring Room, Enquiry, waiting Room, and releted to toilets providing using the following sign.

In this board they are giving the arrows and the symbols , so that people understand where they should go for getting the services.

Also in this sign ,three languages are used i.e. English , gujarati and hindi , so that less educated people can also easily understood.



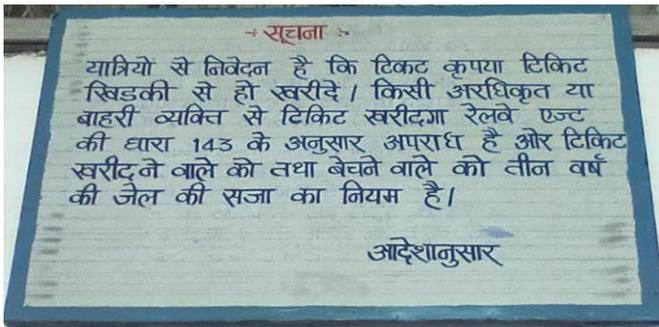
→ This sign board clearly indicates that this board is only available for women/ladies.



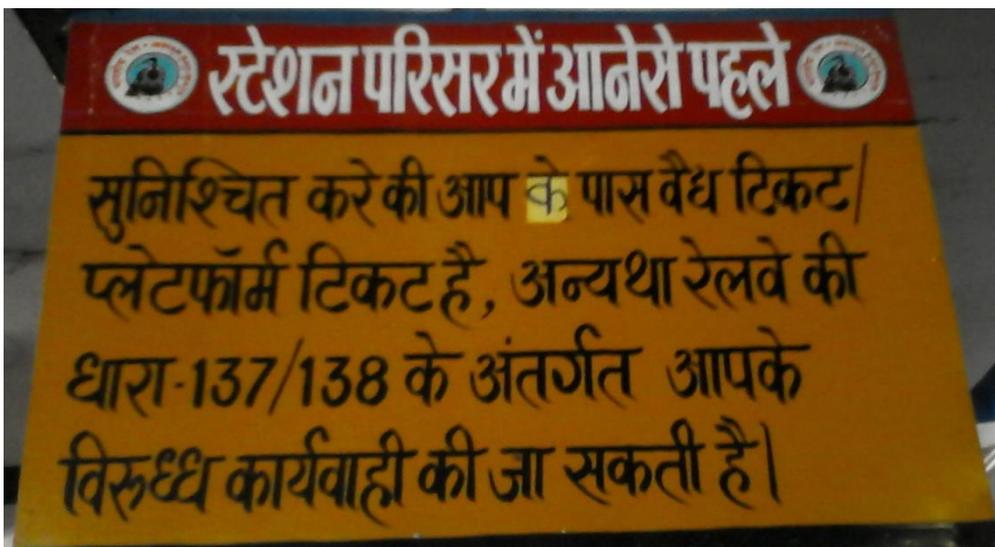
❖ Other informational signage used at the railway station:

Using the following sign boards the general people can get idea about whatever they want, and using the signages they go to their final destination.

Eg. The following image shows the information regarding purchasing ticket for the journey.



Eg. This sign board gives the information regarding the laws that applied on those people who haven't ticket.



Eg. This is known as the digital signage, this gives the information regarding the train, entering time, exit time and platform number, and also train number and destination.



Eg. Using the following sign board , general people can know that on the railway station they should not spit. In the sign board they are using the picture of man who spit over there, trough this picture people can understand the message.



→ The following image shows the office of the station manager , so that people can easily find out the office.

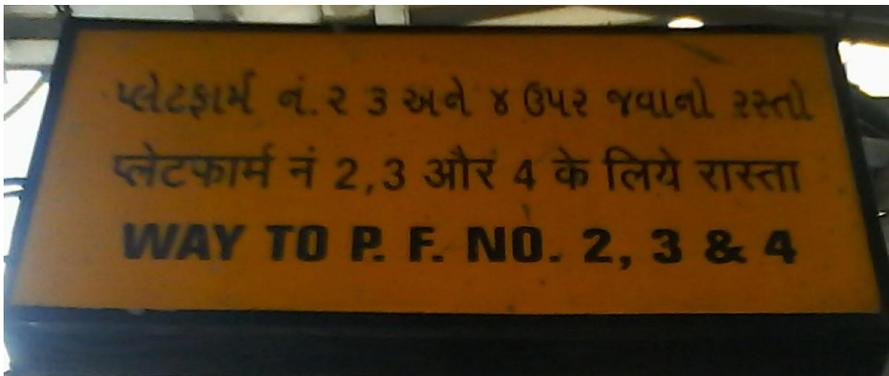


→ The following image indicate that if any people wants to make the complaints , then they can make a complaints over here.



On the railway station the signages are used also for way findings.

Eg. The following image shows the way for going to platform number 2,3 and



→ People are taking the unreserved ticket from this place, and we can see in the image that three languages are used for this. So that all people can know that they have to take a ticket from here.

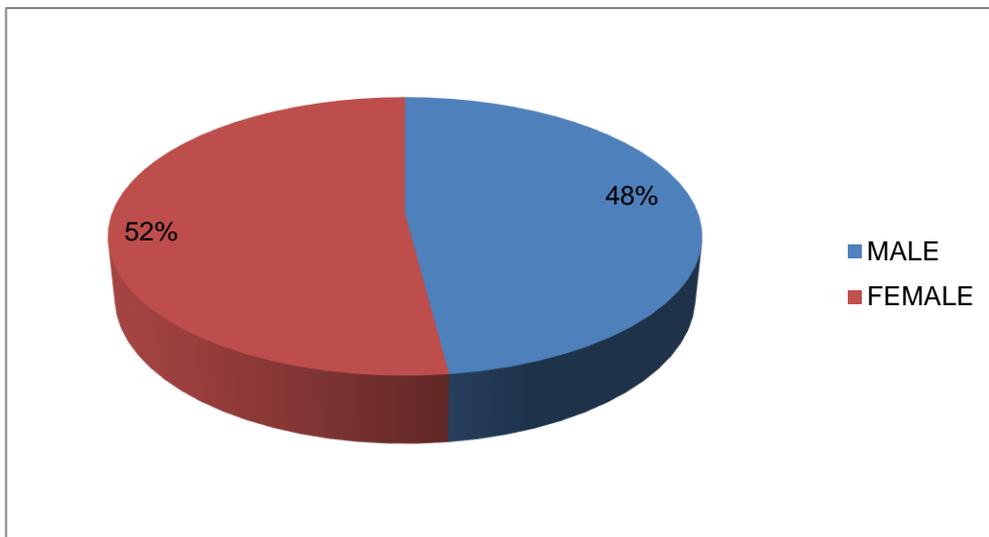


DATA ANALYSIS AND INTERPRETATION

PERSONAL INFORMATION

1. Gender

	FREQUENCY	PERCENTAGE
MALE	72	48%
FEMALE	78	52%
TOTAL	150	100%

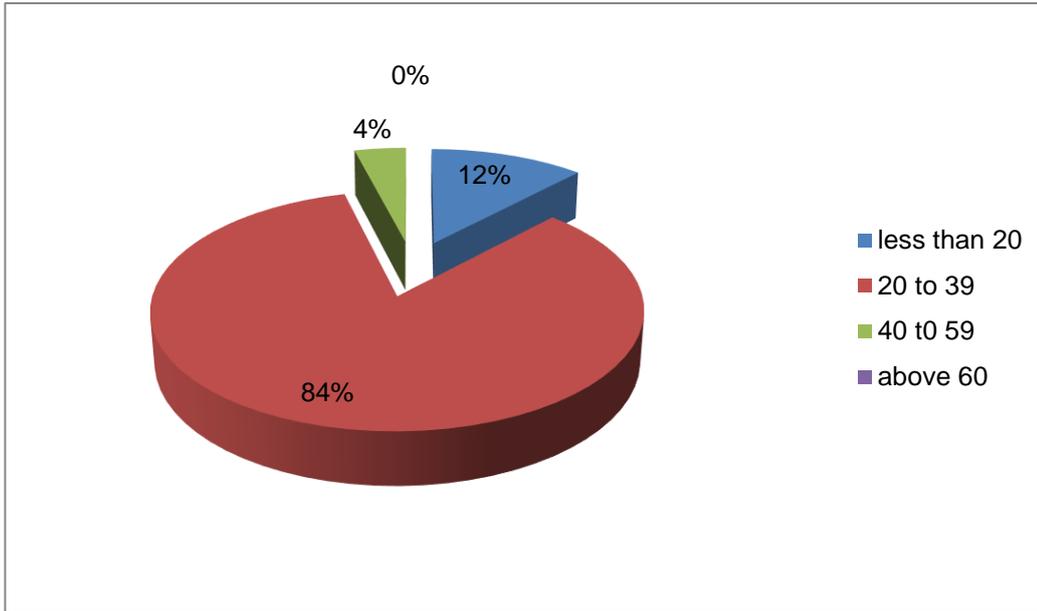


❖ Interpretation

→ Researcher handed my questionnaire out randomly to people outside of College. Researcher asked a whole range of people, researcher asked young and old people as well as people from both Genders. By doing it this way you will have a much detailed and more reliable set of results. What people like to see in signages sometimes changes due to their age or gender, so by getting round this researcher asked a whole range of people. Researcher asked 150 respondents the questionnaire with the majority being female with 52% and male with 48%.

2. Age

	frequency	Percentage
Age		
less than 20	18	12%
20 to 39	126	84%
40 to 59	6	4%
above 60	0	0%
Total	150	100%

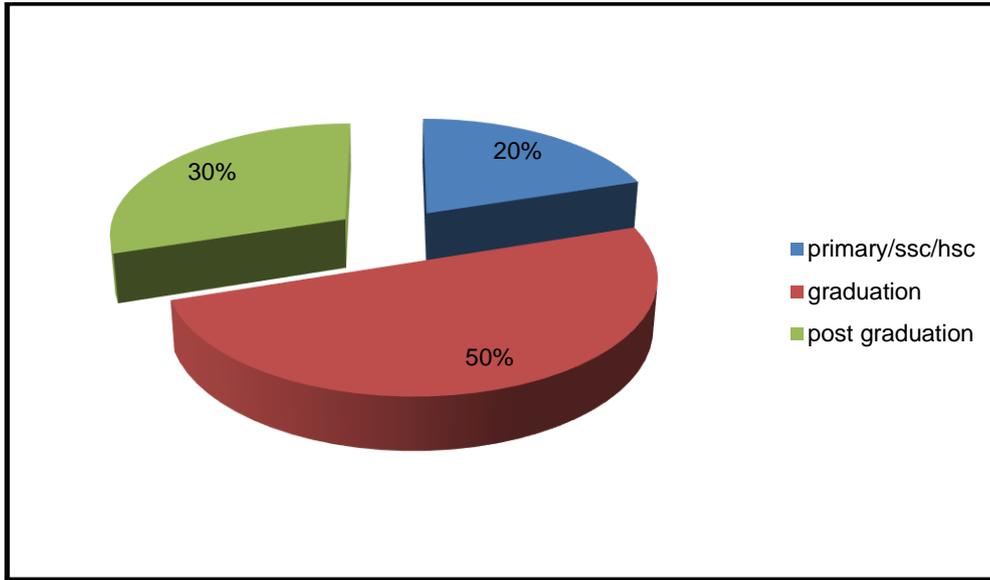


❖ Interpretation

→ What people like to see in signages sometimes changes due to their age, so by getting round this I asked a whole range of people. I asked 150 respondents the questionnaire with the majority belongs age between to 20 to 39 year 84%, 12% between less than 20 year, 4% between 40 to 59 year.

3. Education

	Frequency	percentage
Education		
primary/ssc/hsc	30	20%
Graduation	75	50%
post graduation	45	30%
TOTAL	150	100%

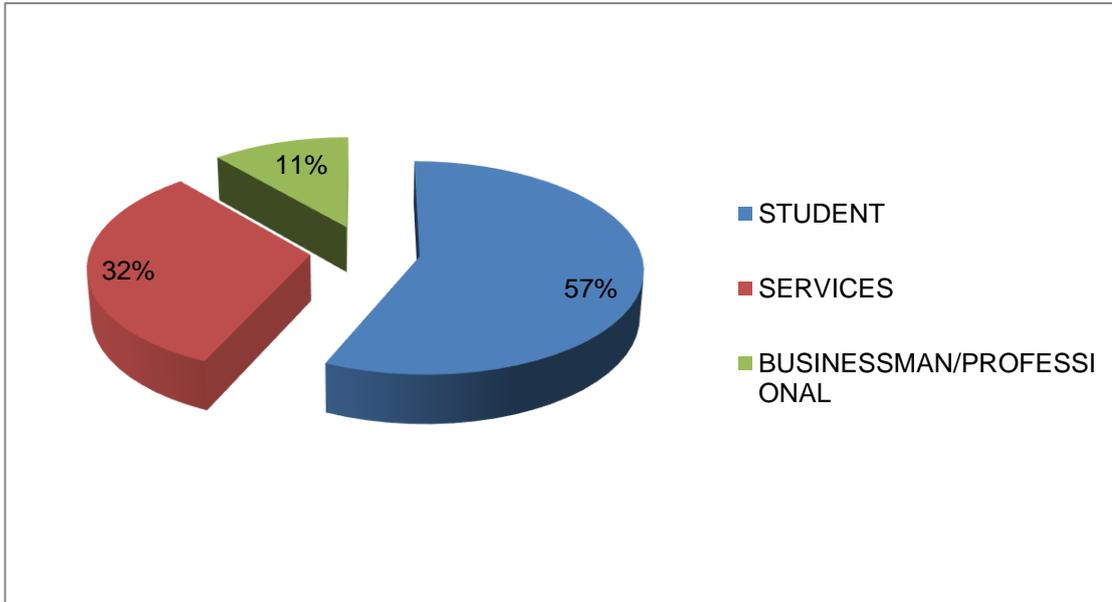


❖ Interpretation

→ Out of the 150 respondents, majority of the respondents are graduate 50%, 30% respondents are from post graduate, 20% respondents are Primary/SSC/HSC.

4. Occupation

	frequency	Percentage
OCCUPATION		
STUDENT	85	57%
SERVICES	48	32%
BUSINESSMAN/PROFESSIONAL	17	11%
TOTAL	150	100%

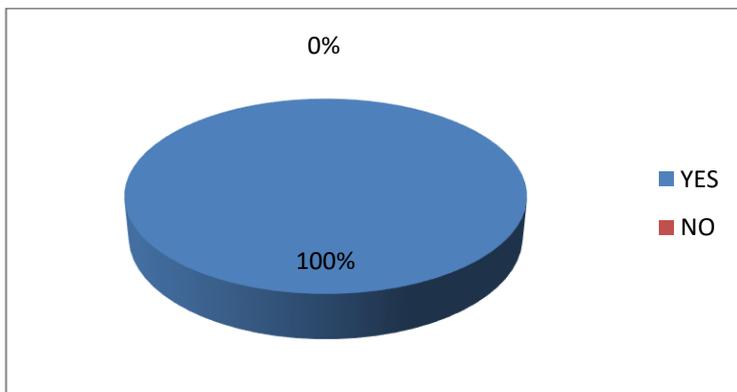


❖ Interpretation

→ Out of the 150 respondents asked this question the majority of the respondents are businessman and professionals, then after service person with 32%, 11% respondents' current occupation as being a student. Many of them being Student but also worked part-time but they choose the Student option because this is their main occupation.

5. Are you aware about these signages as shown?

	FREQUENCY	PERCENTAGE
YES	150	100%
NO	0	0%
TOTAL	150	100%

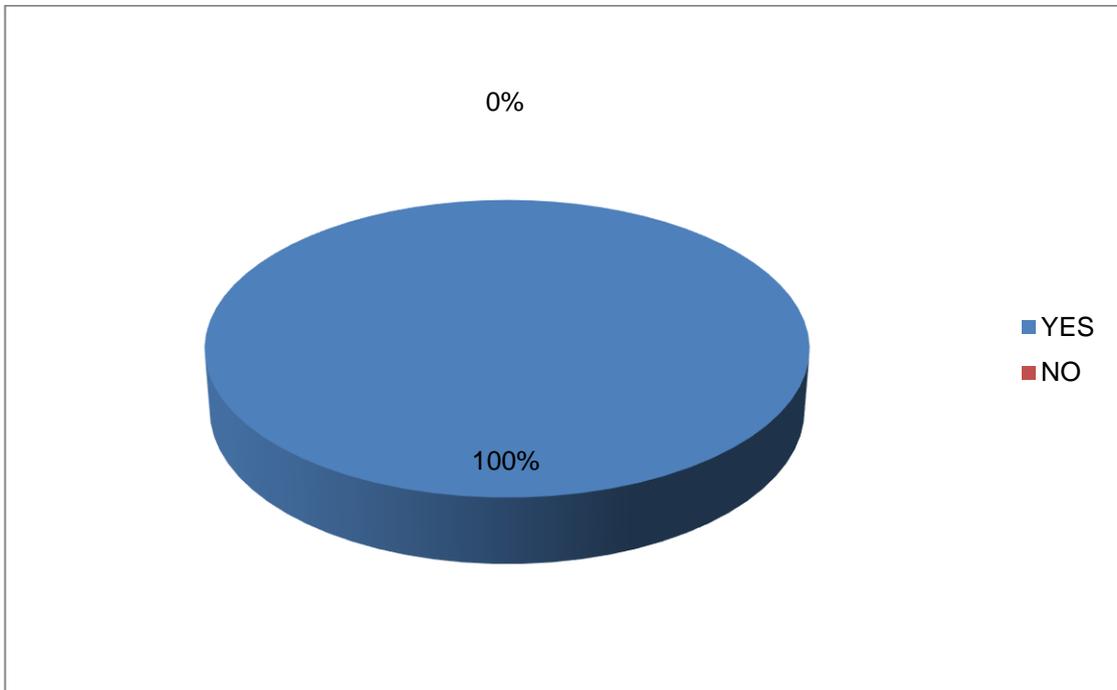


❖ **Interpretation**

→ In the above chart we show that researcher asked the question to 150 respondents and all of the aware about signages.

6. Have you ever seen any of these signages in your daily routine?

	FREQUENCY	PERCENTAGE
YES	150	100%
NO	0	0%
TOTAL	150	100%

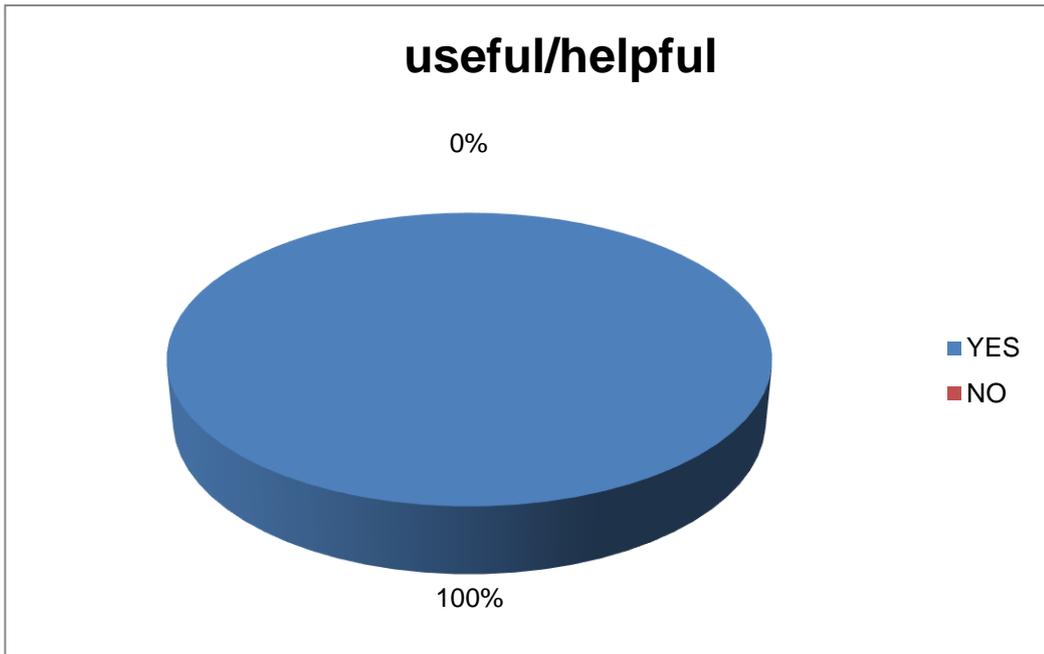


❖ **Interpretation**

→ In the above chart we show that researcher asked the question to 150 respondents and all of they seen these signages in their daily routine.

7. Do you think these signages are useful/helpful?

	FREQUENCY	PERCENTAGE
YES	150	100%
NO	0	0%
TOTAL	150	100%

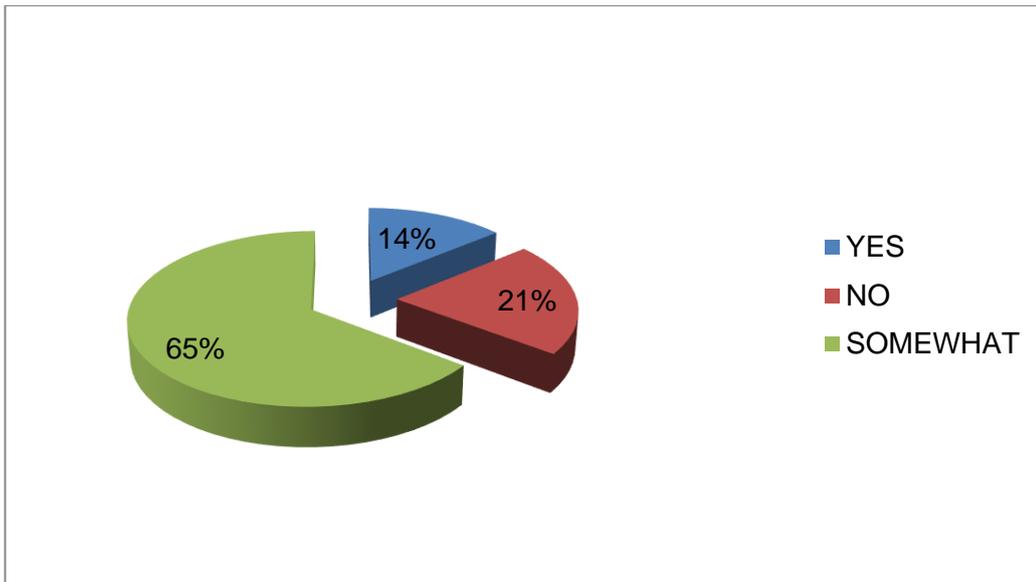


❖ Interpretation

→ In the above chart we show that researcher asked the question to 150 respondents and all of them gave an answer that signages are useful/helpful.

8. Do you think these signages are properly placed?

	FREQUENCY	PERCENTAGE
YES	21	14%
NO	32	21.33%
SOMEWHAT	97	64.67%
TOTAL	150	100%

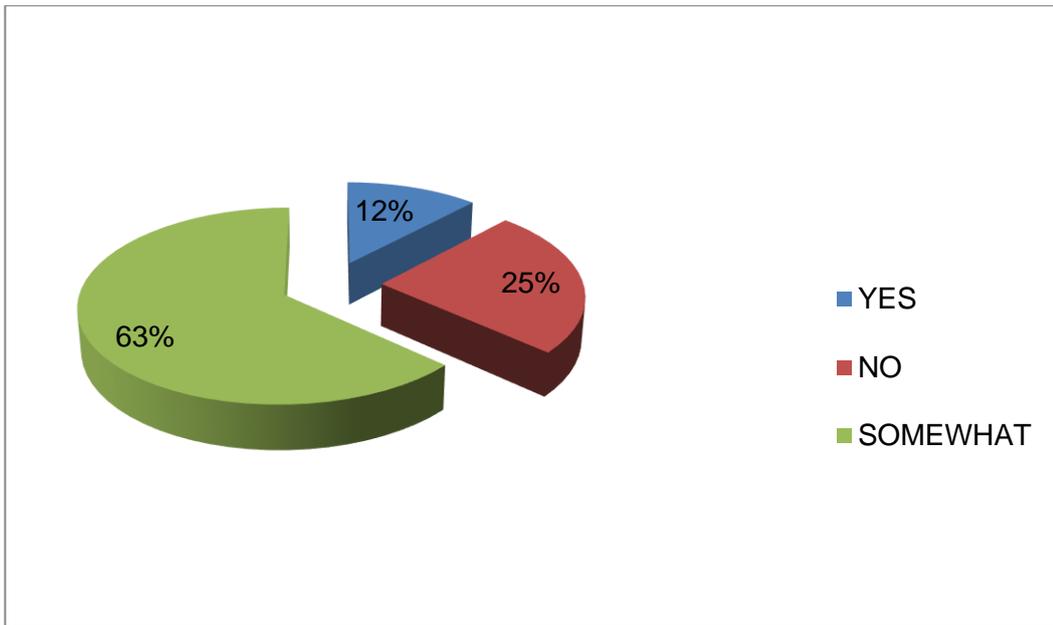


❖ Interpretation

→ This question shows how many respondents are think that signages are properly placed or not in the Surat city. From above chart we show that majority of respondents are think that some signages are placed properly, 21% respondents are think that signages are not properly placed. And rest of these think that signages properly placed.

9. Do you think people see and respond to signages on road?

	FREQUENCY	PERCENTAGE
YES	18	12%
NO	37	25%
SOMEWHAT	95	63%
TOTAL	150	100%

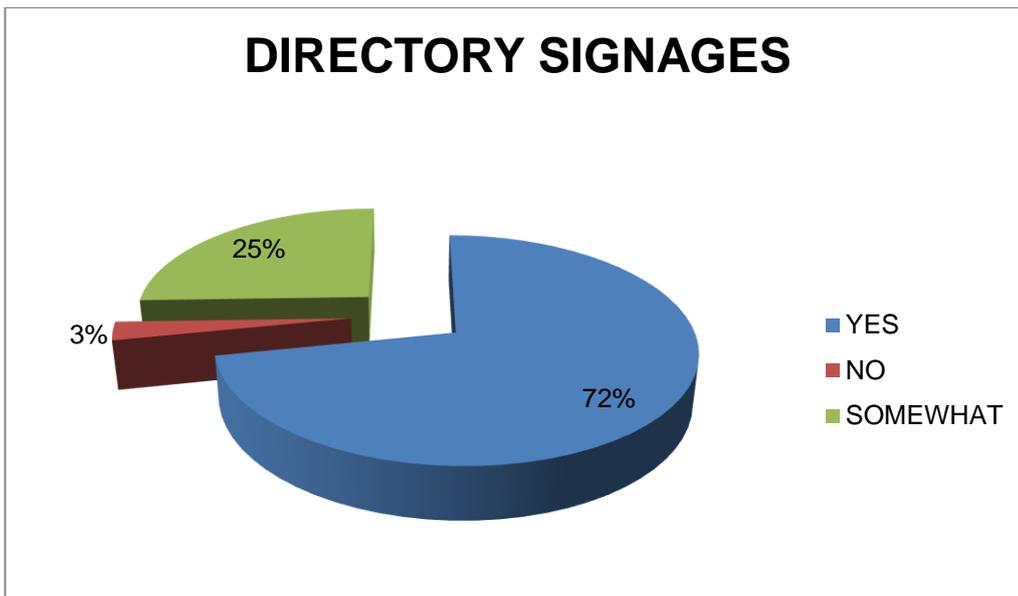


❖ Interpretation

→ This question shows how many respondents are think that people see and respond to signages on road in the Surat city. From above chart we show that majority of respondents are think that some people respond on signages, 25% respondents are think that people not respond on signages, And rest of these think that people respond on signages.

10. Do you think, Directory signages in public/semipublic buildings are useful?

	FREQUENCY	PERCENTAGE
YES	107	72%
NO	4	3%
SOMEWHAT	38	25%
TOTAL	150	100%



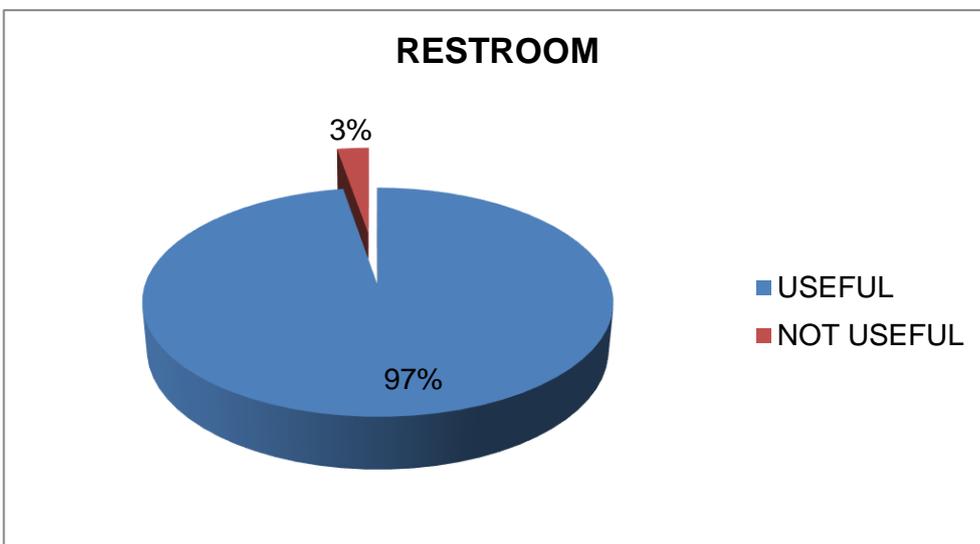
❖ Interpretation

→ This question shows how many respondents are think tht directory signages are useful in public/semipublic places in the Surat city. From above chart we show that majority of respondents are think that directory signages are useful signages, 25% respondents are think that some directory signages are useful signages, And rest of these think that directory signages are not useful.

11. Out of these which are useful signages?

a. RESTROOM

	FREQUENCY	PERCENTAGE
USEFUL	146	97%
NOT USEFUL	4	3%
TOTAL	150	100%

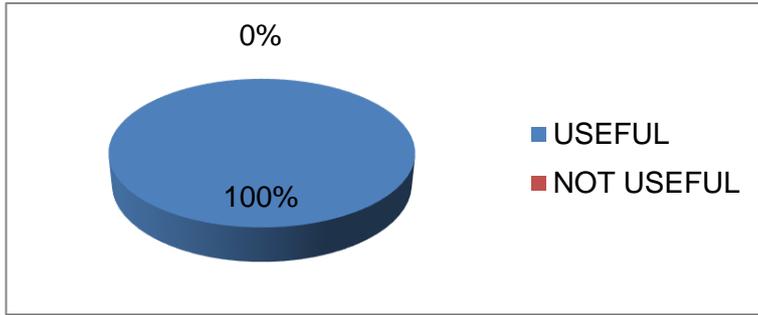


❖ Interpretation

→ Out of 150 respondent 97% respondents are think that the signage of restroom is useful. And 3% think that not useful.

b. DANGER ELECTRICITY

	FREQUENCY	PERCENTAGE
USEFUL	150	100%
NOT USEFUL	0	0%
TOTAL	150	100%

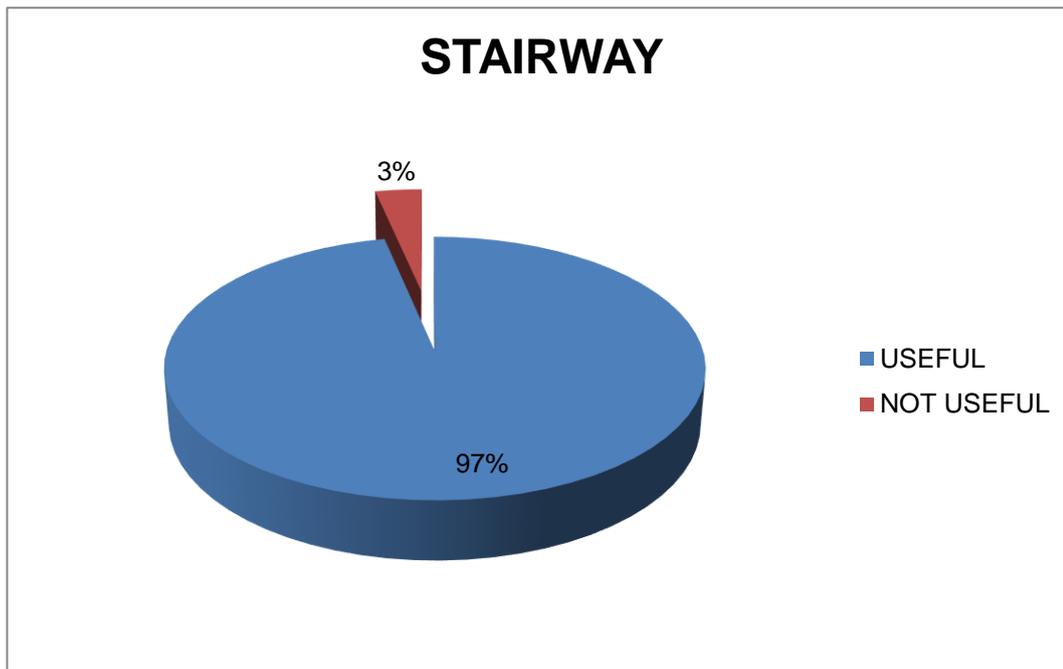


❖ Interpretation

→ All respondents think that the signage of the danger electricity is useful.

c. STAIRWAY

	FREQUENCY	PERCENTAGE
USEFUL	146	97%
NOT USEFUL	4	3%
TOTAL	150	100%

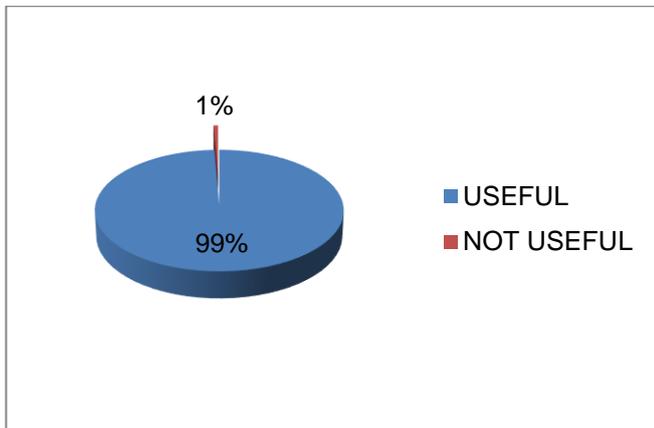


❖ **Interpretation**

→ Out of 150 respondents 97% respondents are think that the signage of the stairway is useful.

d. EXIT

	FREQUENCY	PERCENTAGE
USEFUL	149	99%
NOT USEFUL	1	1%
TOTAL	150	100%

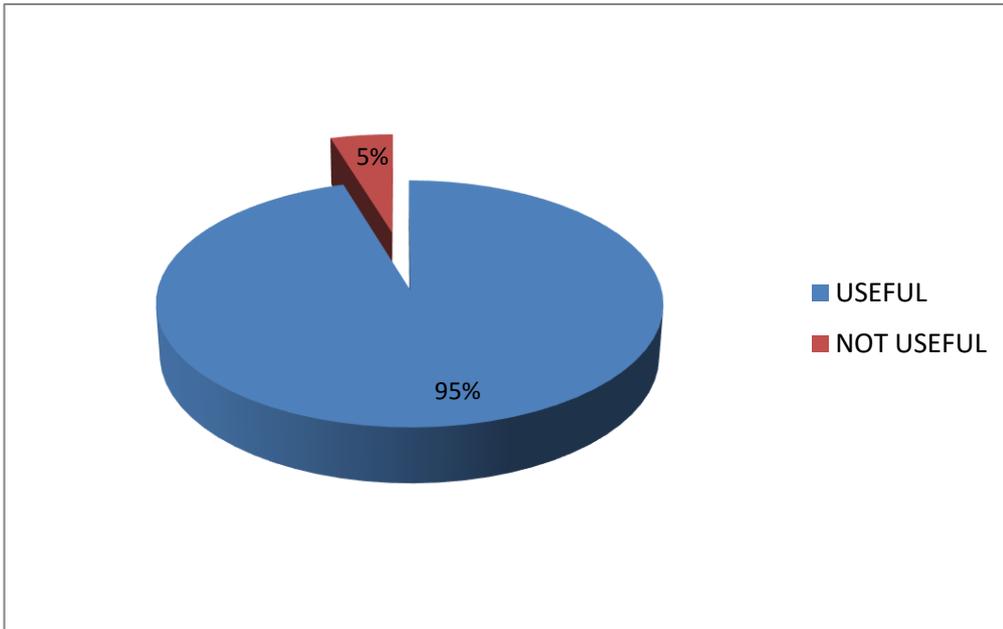


❖ **Interpretation**

→ Out of the 150 respondents only 1% respondents are said that the signage of the exit is not useful. And majority of people said that this signage is useful.

e. TELEPHONE

	FREQUENCY	PERCENTAGE
USEFUL	143	95%
NOT USEFUL	7	5%
TOTAL	150	100%

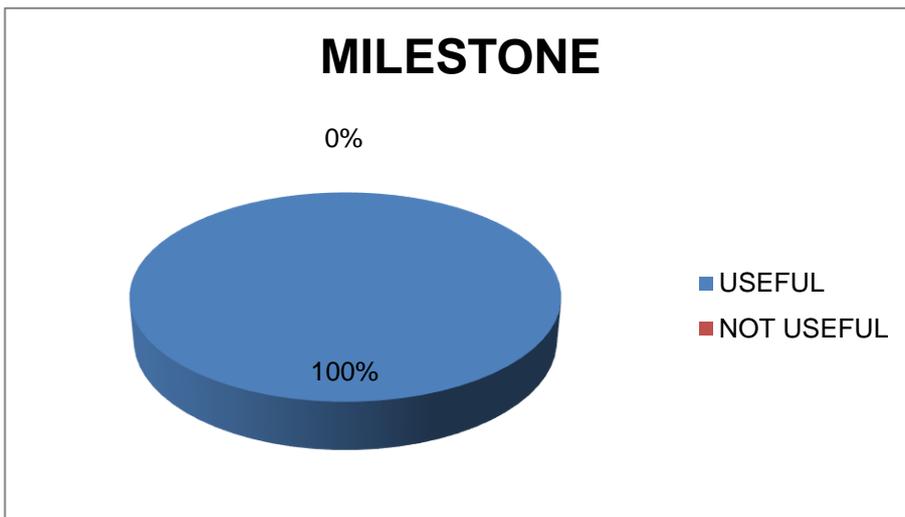


Interpretation

→ 95% of the respondents are said that the signage of the telephone is useful. And rest of the 5% said that it is not useful.

e. MILE STONE

	FREQUENCY	PERCENTAGE
USEFUL	150	100%
NOT USEFUL	0	0%
TOTAL	150	100%

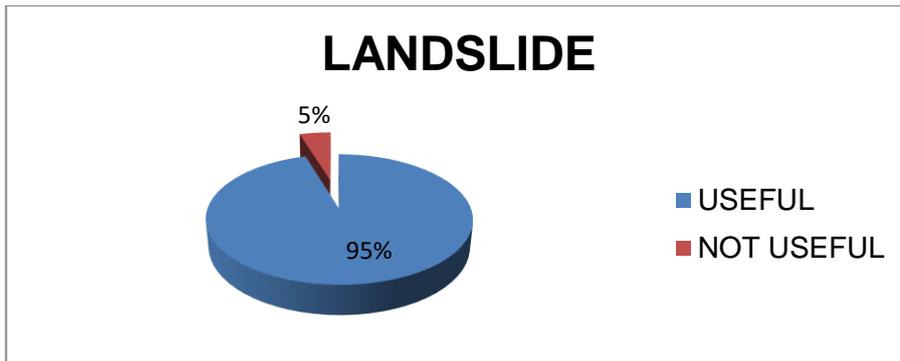


❖ **Interpretation**

→ All respondents are said that the signage of the mile stone is useful.

f. LANDSLIDE

	FREQUENCY	PERCENTAGE
USEFUL	143	95%
NOT USEFUL	7	5%
TOTAL	150	100%

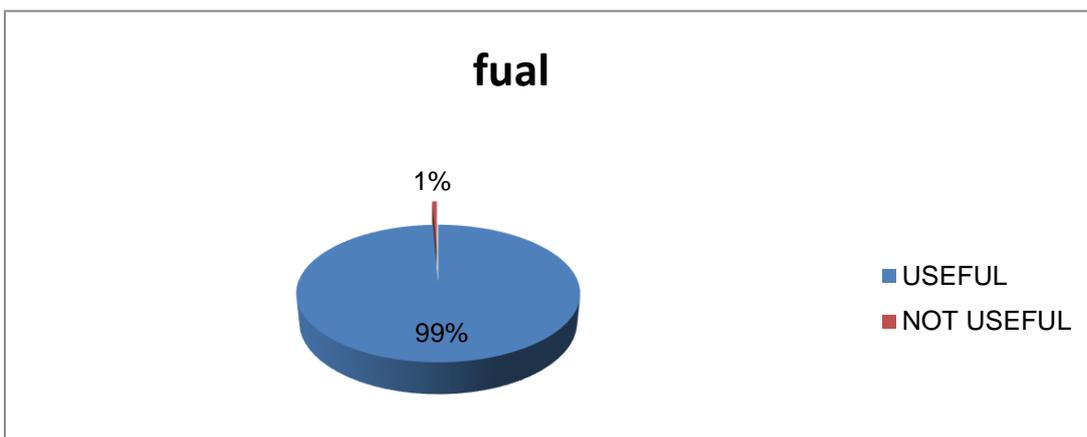


❖ Interpretation

→ Majority of the respondents are said that the signage of the landslide is useful, 5% of the respondents are said that it is not useful.

g. FUEL

	FREQUENCY	PERCENTAGE
USEFUL	149	99%
NOT USEFUL	1	1%
TOTAL	150	100%

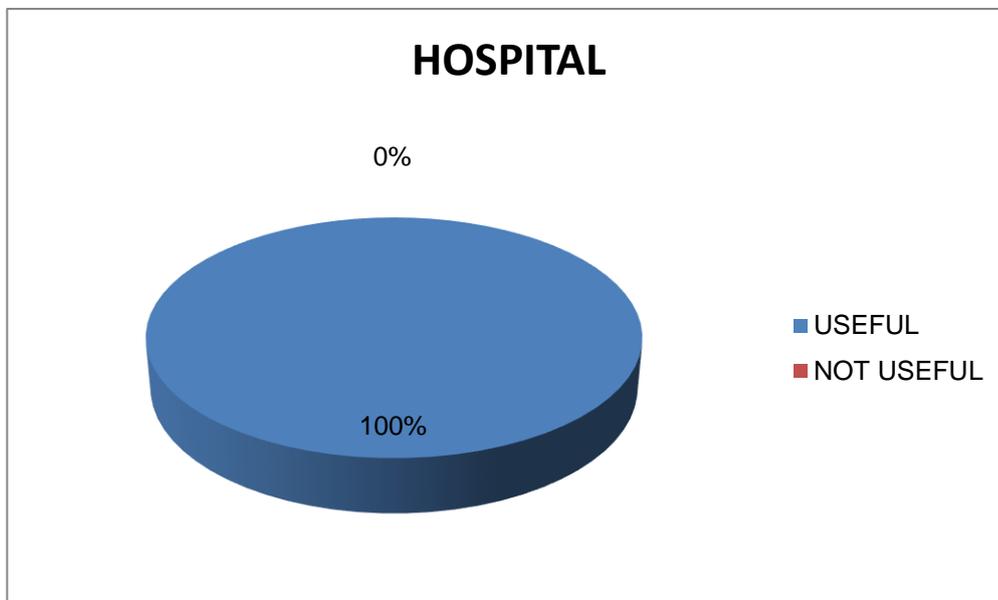


❖ **Interpretation**

→ 99% of the respondents are said that this signage is useful. And rest 1% said that not useful.

h. HOSPITAL

	FREQUENCY	PERCENTAGE
USEFUL	150	100%
NOT USEFUL	0	0%
TOTAL	150	100%

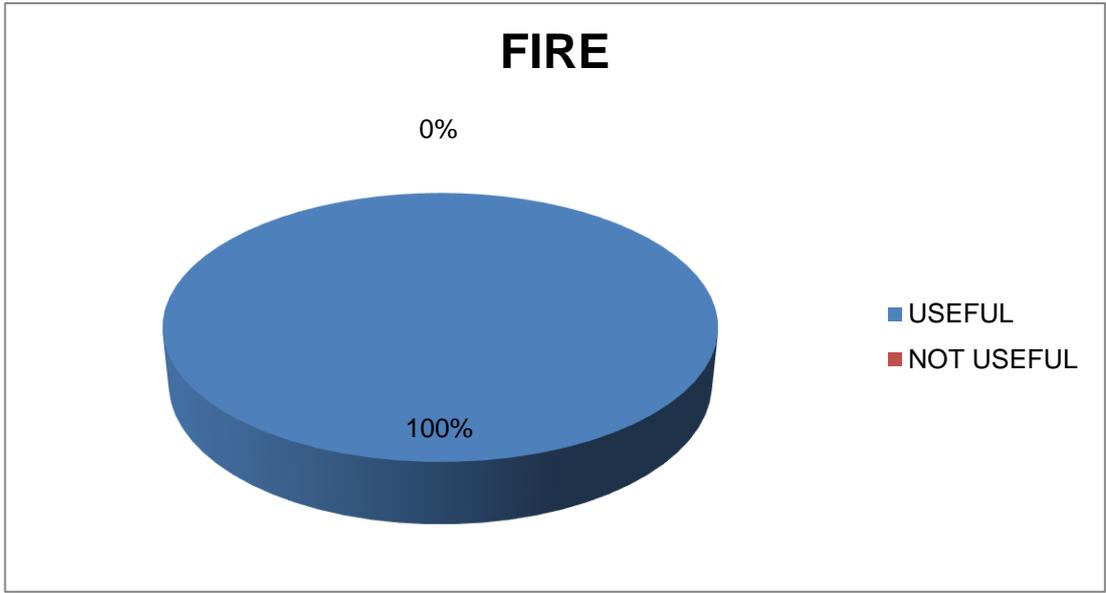


❖ **Interpretation**

→ All 150 respondents are said that the signage of hospital is useful.

i. FIRE

	FREQUENCY	PERCENTAGE
USEFUL	150	100%
NOT USEFUL	0	0%
TOTAL	150	100%



❖ **Interpretation**

→ All 150 respondents are said that the signage of the fire is useful.

14. Do you think local/vernacular language information is useful?

	FREQUENCY	PERCENTAGE
USEFUL	150	100%
NOT USEFUL	0	0%
TOTAL	150	100%

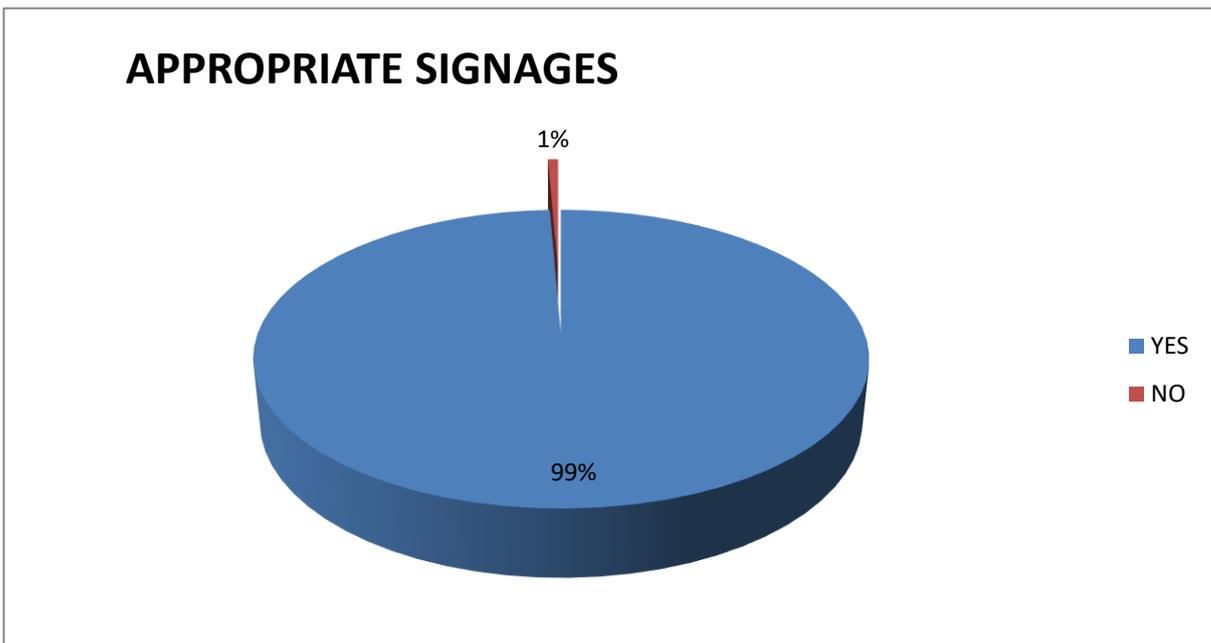


❖ **Interpretation**

→ Here, the question is asked to respondents that the local/vernacular languages are useful or not in the signages. All respondents are said that the local/vernacular languages are useful. And it becomes easy for illiterate people to understand.

15. Do you think, our city require more signages in appropriate way?

	FREQUENCY	PERCENTAGE
USEFUL	149	99%
NOT USEFUL	1	1%
TOTAL	150	100%



❖ **Interpretation**

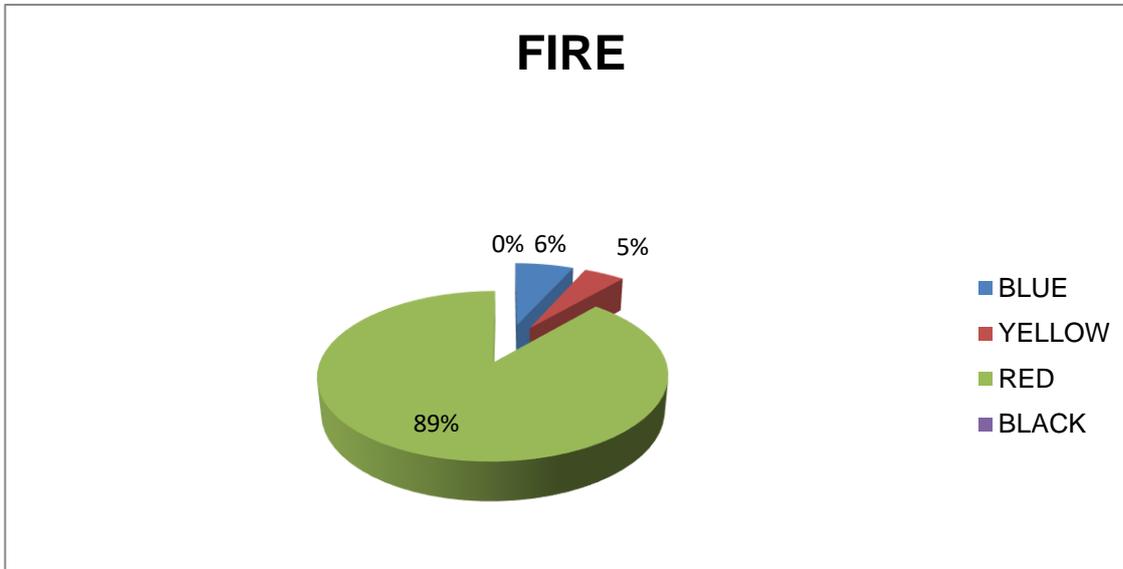
→ Majority of the respondents were said that our city requires the more signages in appropriate way.

16. Can you recall colour coding for categories signages?

a. FIRE

	FEQUENCY	PERCENTAGE
BLUE	10	6%
YELLOW	7	5%

RED	133	89%
BLACK	0	0%
TOTAL	150	100%



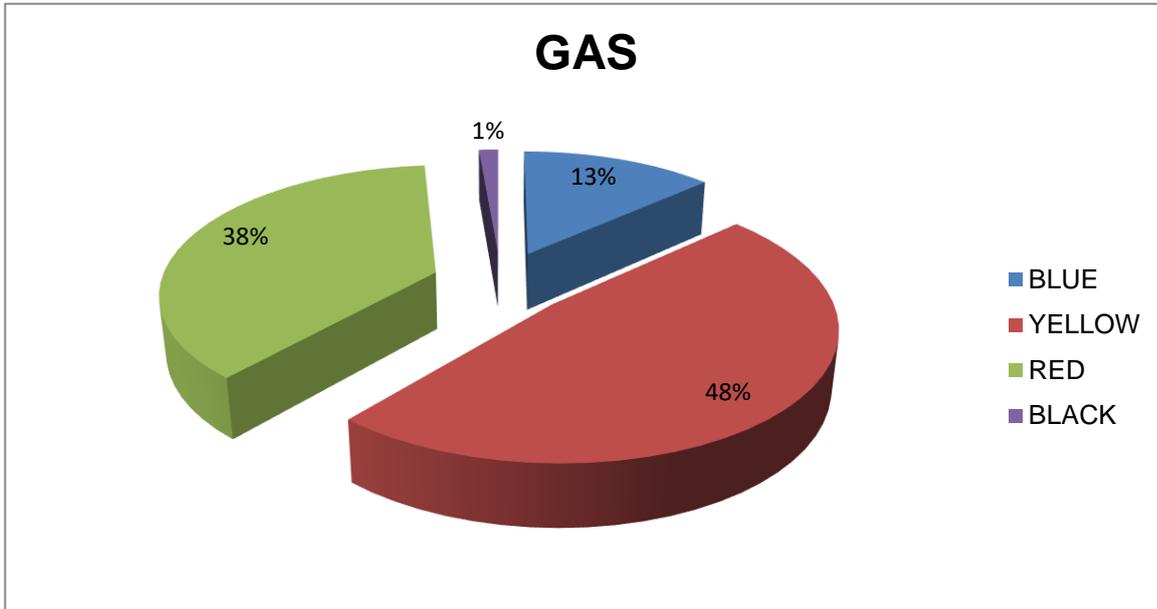
❖ **Interpretation**

→ This question shows how many respondents are known about color of the signages in the Surat city. From above chart we show that majority of respondents are think that the color of the fire signages are Red, 6% respondents are thought that the fire signages is of blue color, and rest of think that yellow color.

The right color for the fire signage is Red, and majority of the people knows that.

B. GAS

	FEQUENCY	PERCENTAGE
BLUE	20	13%
YELLOW	72	48%
RED	56	38%
BLACK	2	1%
TOTAL	150	100%



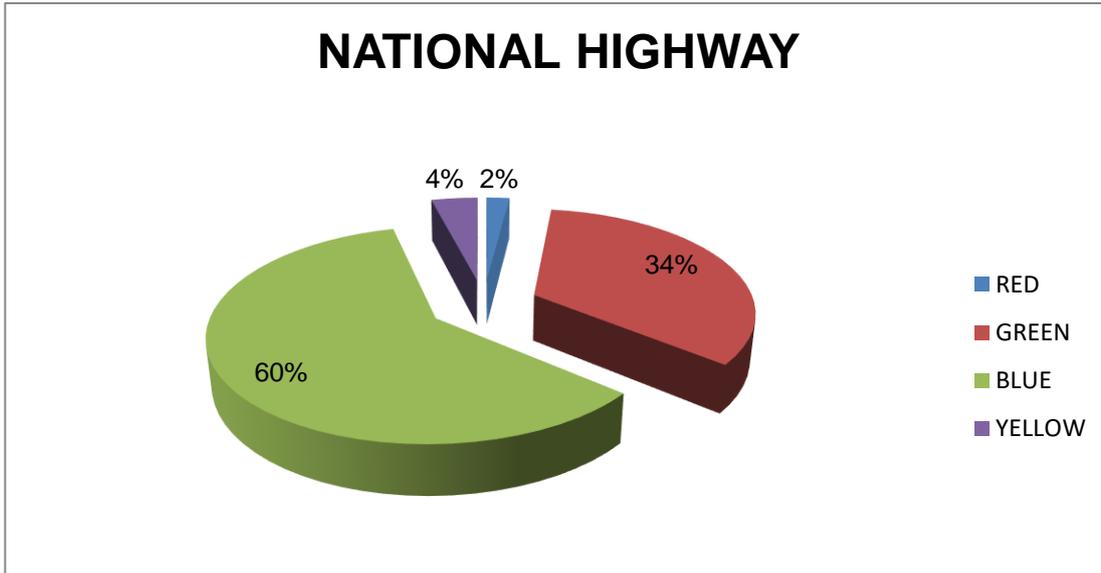
❖ Interpretation

→ This question shows how many respondents are known about color of the gas signages in the Surat city. From above chart we show that 38% of respondents are think that the color of the gas signages are Red, 48%% respondents are thought that the gas signages is of yellow colour,13% said that blue color, and rest of think that black color.

The right color for the gas signaga is blue, and majority of the people not know about this.

C. NATIONAL HIGHWAY

	FEQUENCY	PERCENTAGE
BLUE	90	60%
YELLOW	6	4%
RED	3	2%
GREEN	51	34%
TOTAL	150	100%



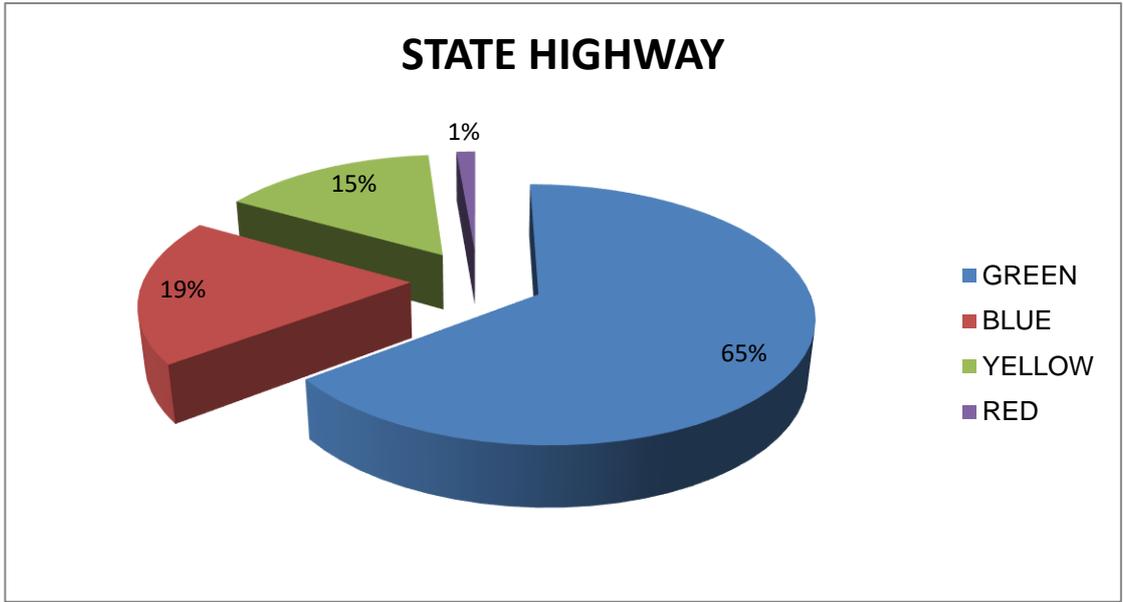
❖ **Interpretation**

→ This question shows how many respondents are known about color of the national highway signages. From above chart we show that 2% of respondents are think that the color of the national highway signages are Red, 4% respondents are said that the national highway signages color is of yellow, 60% (majority) said that blue color, And rest of 34% green color.

The right color for the national highway signage is blue, and majority of the people knows that.

D. STATE HIGHWAY

	FEQUENCY	PERCENTAGE
BLUE	28	19%
YELLOW	23	15%
RED	2	1%
GREEN	97	65%
TOTAL	150	100%



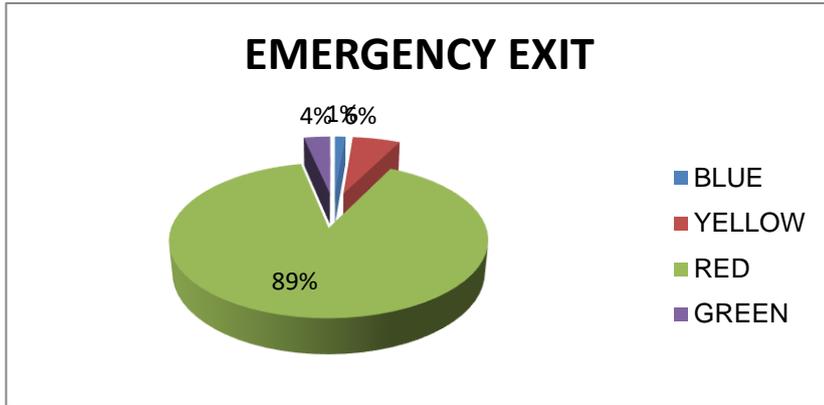
❖ Interpretation

→ This question shows how many respondents are known about color of the state highway signage. From above chart we show that 1% of respondents are think that the color of the state highway signages are of Red color, 15% respondents are think that the signage is of yellow colour, 19% said that blue color, And rest of 65% of respondents are think that the signage of state highway is of green color.

The right color for the fire signage is green, and majority of the people knows that.

E. EMERGENCY EXIT

	FEQUENCY	PERCENTAGE
BLUE	2	1%
YELLOW	9	6%
RED	134	89%
GREEN	5	4%
TOTAL	150	100%



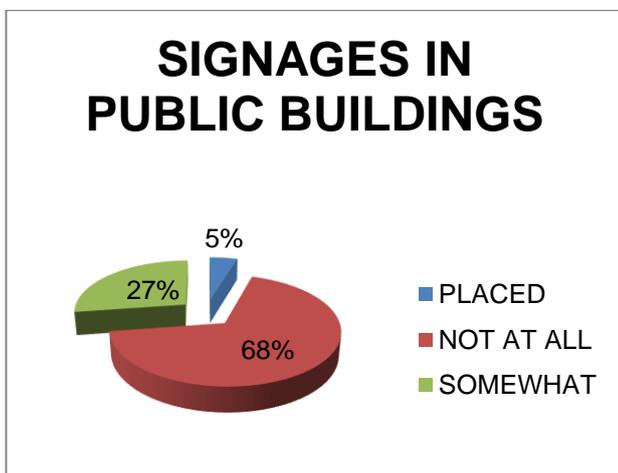
❖ Interpretation

→ This question shows how many respondents are known about color of the emergency exit signages. From above chart we show that 89% of respondents are think that the color of the emergency exit signage is Red, 6% respondents are thought that signage is of yellow colour, 1% said that blue color, and rest of think that green color.

The right color for emergency exit signage is Red, and majority of the people knows that.

17. Disable people signages in public buildings are.....

	FREQUENCY	PERCENTAGE
PLACED	7	5%
NOT AT ALL	102	68%
SOMEWHAT	41	27%
TOTAL	150	100%

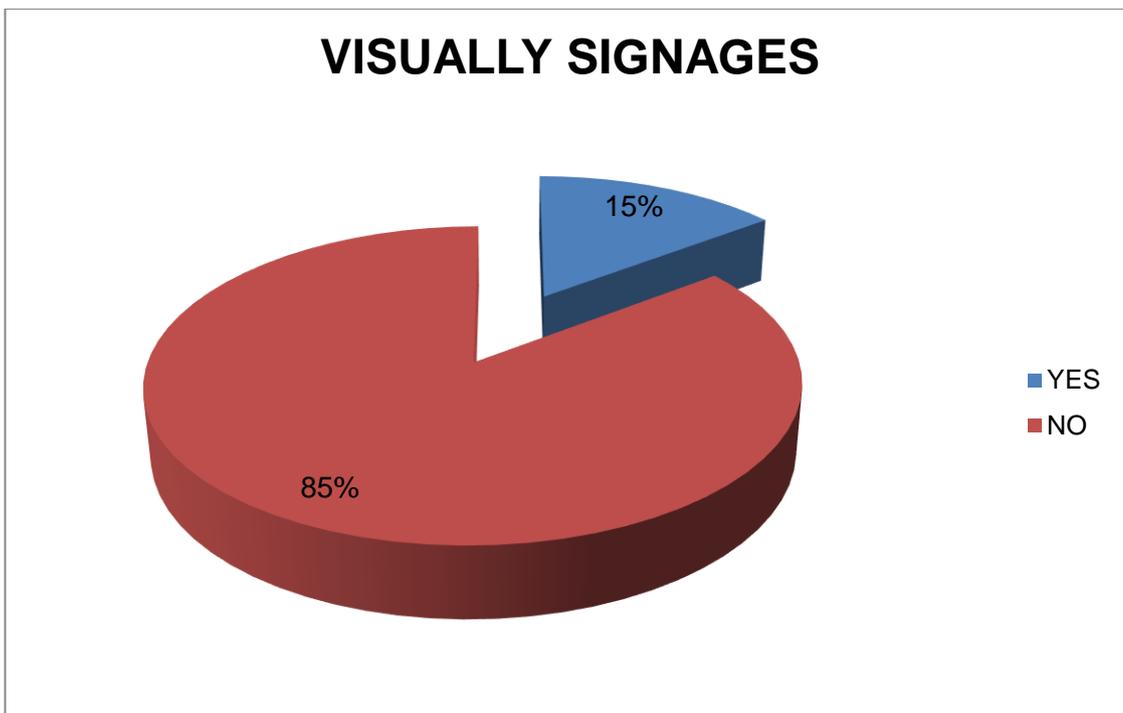


❖ **Interpretation**

→ This question shows how many respondents are think that disable people signages in public buildings are properly placed or not in the Surat city. From above chart we show that majority of respondents are think that some signages are not placed properly, 27% respondents are thought that somewhat signages are properly placed. And rest of these think that signages properly placed.

18. Have you seen signages for visually disable(blind) people?

	FREQUENCY	PERCENTAGE
YES	22	15%
NO	128	85%
TOTAL	150	100%

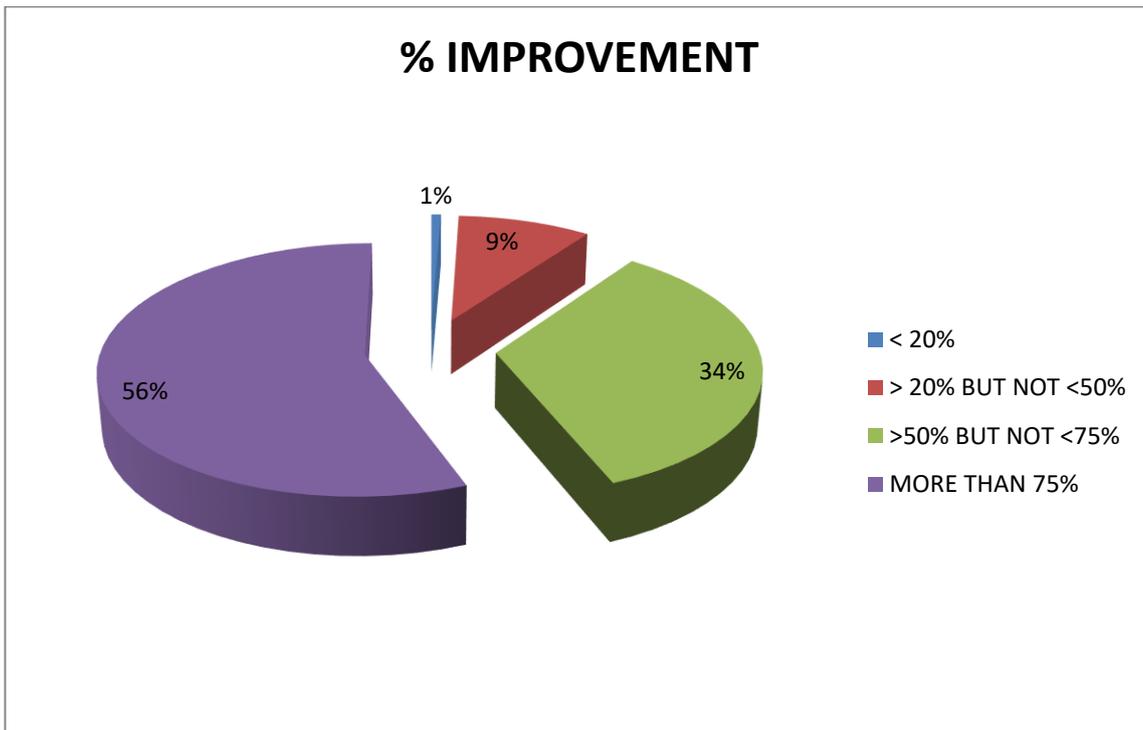


❖ **Interpretation**

→ This question shows how many respondents are seen the signages for visually disable(blind) people or not in the Surat city. From above chart we show that majority of respondents are not seen signages for disable people, 15% respondents are seen the signages for the disable people in the Surat city.

19. According to you, how many percentage of improvement in signages are required?

	FREQUENCY	PERCENTAGE
< 20%	1	1%
> 20% BUT NOT <50%	14	9%
>50% BUT NOT <75%	51	34%
MORE THAN 75%	84	56%
TOTAL	100	100%



❖ **Interpretation**

→ This question shows that what percentage of improvement is required in signages in the surat city. Majority of the people said that more than 75% improvement is required, 34% respondents said that more than 50% improvement is required but not less than 75%, 9% respondents are said that more than 20% of improvement is required but not less than 50%, and rest 1% said that only 20% of improvement is necessary.

LIMITATIONS OF STUDY

- During the course of research, several limitations were found to hinder the overall accuracy of the findings.
- 1. The most important limitation is that the survey was conducted in Surat city only. It cannot cover the preference of other areas people.
- 2. The opinion given by the respondents may be bias.
- 3. In this report, information written by me as per my limited understanding concern project.
- 4. Time constrains.

FINDINGS

- Researcher can find that out of 1500 respondents all of they are aware about the signages.
- Most of people seen these signages in their daily routine life. And they all were said that, these signages are very useful and helpful in their daily routine.
- Majority of the respondents were said that somewhat signages are properly placed in Surat city.
- Most of respondents were said that somewhat people see and respond on the road signages.
- 72% of the respondents were said that directory signages are useful/helpful in the public/semipublic places.
- Researcher asked the question about the useful signages, majority of the people said that the shown signages are useful.
- All respondents were said that the local/vernacular languages useful in these signages.
- Majority of the respondents were said that Surat city required more signages in appropriate way.
- Researcher asked the next question about the color of the signages, majority of the respondents known about the fire color, but only 13% respondents were giving the answer of the gas signage color i.e. blue. Majority of the respondents were known about the color of the national and state highway signage. And also, majority of the respondents were known about the emergency exit signage color i.e. red.
- 68% of the respondents were said that, disable people signages are not at all properly placed in the buildings.
- Majority of the respondents were not seen the signages for visually disable (blind) people in Surat city.

→ 56% of the respondents were said that, more than 75% improvement is required in Surat city, 34% said that more than 50% improvement required but not less than the 75%.

CONCLUSION

- Conclusions are the actual result of the study. It is guiding the researcher to act accurately for future course of action. The conclusion of the study is given below.
- Respondents aware about the signages. They all know that signages are very useful/helpful in their daily routine.
- From the study researcher can found that most of respondents are said that somewhat signages are properly placed in Surat city.
- Researcher found that most of the respondents are think that directory signages in public/semipublic buildings are useful.
- We also derived from the study is that most of the respondents thought, the local/vernacular languages are useful.
- By observing the surveyed data researcher can say that some respondents are know about the color related with the signages.
- Through the study researcher say that most of the respondents were said that more than 75% of the improvement is required in Surat city.

RECOMMENDATION

- The suggestions given are based on the survey and its analysis.
- Although the findings from this research are interesting and useful as one may think, there are several limitations as mentioned in the previous section.
- Respondents suggest that the Install the signage at a place which can be easily viewed by all even from a distance.
- Respondents suggest that the languages used in signages should be English as well as Gujarati or Hindi.
- Respondents suggest that, disable people signages in public buildings should be available in Surat city.
- Respondents suggest that improve the percentage of signages.

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