

Great Sign!

Signage that makes a point.

BY JEAN MACKAY AND SHAWN WILLIAMS



E-Ryder Golf Course, Fort Bragg, N.C.: It's hard to beat this sign for showing off the course's certification as an Audubon Cooperative Sanctuary.

Over the last ten years, golf courses have made excellent strides in enhancing and protecting the nature of the game. Among the signs of progress are the many great signs now found on golf courses. Signage that points out a golf course's unique natural features or highlights the benefits of environmental stewardship is a simple and effective way to educate golfers and the public.

A 2007 Golf & The Environment Survey conducted by *Golf Digest* reveals that golfers are amenable to learning about the environment while they play. Fifty-nine percent expressed interest in learning about wildlife, plants, and trees, while 63 percent of golfers were interested in how the golf course they play affects the environment.

Signs that highlight environmental projects, special habitats, or wildlife species call attention to valuable aspects of a golf course that might otherwise be missed. Signs also can be

used to protect areas of special concern or to provide direction or instruction.

Dave Phipps, superintendent of Stone Creek Golf Club in Oregon, mounted signs to help inform people about the course's wetlands and waterways. "Golfers, and superintendents for that matter, get very focused on the turf under their feet," says Phipps. "We all need to stop and look at the big picture now and again. A well-placed sign helps people do just that, by calling attention to the beauty and diversity that make golf a great game."

The primary objective of any sign is to communicate your message concisely to all who will see it. Here, we offer tips for developing effective signage, as well as several examples of great signs created by Audubon Cooperative Sanctuary Program members.

TIPS

- **Know Your Target Audience:** Determine who the sign is intended

for, e.g., the public or employees. Your audience may influence the design and wording of the sign.

- **Determine the Sign's Purpose:** Why is the sign being posted? Is it to educate, call attention to something, or offer instruction?
- **Include Key Words:** Use words that convey your message quickly and easily.
- **Avoid Wordiness:** Keep wording simple and to the point. Too much text is often counterproductive. People won't read signs that have too much information.
- **Make It Legible:** Keep the font simple and be sure that the font size is large enough to be read at a distance.
- **Choose Contrasting Colors:** Choose colors that can be differentiated easily from one another.
- **Include Graphics:** Even simple graphics can make signs more eye catching.



Stone Creek Golf Club, Oregon City, Oregon: The inclusion of a logo can make signs look more official and distinct. Combined with a few choice words, this one highlights the importance of the course's wetlands.

Glendoveer Golf Course, Portland, Oregon: A great location and the combination of key words and simple images make this a highly effective educational sign. Plus, it's made of recycled materials.



● **Consider Weatherproofing:**

Protect signs from the elements to increase life expectancy and maintain attractiveness.

● **Choose the Best Location:**

Post signs in locations that are well trafficked and where people are likely to pause and read them.

● **Limit the Number of Signs:**

Don't litter your property with signage. A few well-placed signs are best.



Eglin A.F.B., Eagle and Falcon Courses, Niceville, Florida: The creative placement of this sign gives golfers something to think about as they pause for a drink, and it's easily changed to offer new information throughout the golf season.

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