

Three Important ADA Considerations

Signage that is sensitive to the needs of those with disabilities is good business, especially when you consider they make up a market that is more than 50 million strong.

The Americans with Disabilities Act requires businesses to display signs that convey information about their building, parking lot, restrooms, and other features of the facility that are necessary to keep employees and customers safe. Provided here are some topline areas to be aware of.

1. Font

There are a few rules of the road, and it starts with text. Which font to use? What size should the letters be? There are a host of design details to consider, but let's start with the font basics:

Case: Characters should be uppercase.

MAN versus man.

Style: Characters should be sans serif.

THIS versus THIS.

Character Proportion: Choose a font whose characters width of the uppercase "O" is 55% minimum and 110% maximum of the height of the uppercase "I"

Character Height: Measured vertically from the baseline, the character shall be 5/8 inch minimum and 2 inches maximum based on the height of the uppercase letter "I"

2. Braille Dots

Tactile or raised dots is the method of providing Braille signage for the sight impaired and can be used in nearly all sign fabrication methods. Following is a short list of considerations:

- Raised characters must be uppercase sans serif without the use of oblique, script or italic characters
- Raised character shall be a minimum of 1/32 inch from their background
- Raised character heights shall be between 5/8 inch and 2 inches

3. Mounting Placement

- Signs with raised characters should be mounted on the latch side of the door
- Signs may be mounted directly to a door with an inward swing if: (1) the door closes automatically, (2) is mounted on the push side, and (3) there is no "hold-open" device
- If it is a double door with two active doors, the sign should be located to the right of the right-hand door

For your next signage project, talk to the signage experts at PIP.

Contact us at pip.com.