

TOP SIGNAGE COLOR COMBINATIONS

1. **DSW**

Black on Yellow

6. **DSW**

Green on White

11. **DSW**

Brown on White

2. **DSW**

Black on White

7. **DSW**

Blue on Yellow

12. **DSW**

Yellow on Brown

3. **DSW**

Yellow on Black

8. **DSW**

White on Green

13. **DSW**

Red on White

4. **DSW**

White on Blue

9. **DSW**

White on Brown

14. **DSW**

Yellow on Red

5. **DSW**

Yellow on Blue

10. **DSW**

Brown on Yellow

15. **DSW**

Red on Yellow

16. **DSW**

White on Red

Source: Claus, K.E. and Claus, R.J Visual Communication Through Signage
Vol. 1: Perception of the Message, Cincinnati, Ohio, Signs of the Times
Publishing Co., 1974