



Creating a Sign for Your WHSRN Site

April 2009

The Executive Office of WHSRN has developed a sign template and production process for WHSRN sites. There are several reasons why sites invest in signage. Signs increase the site's visibility, foster public awareness, and recognize the site's value to shorebirds and the surrounding community.

The signage design template and production process ensure a standard, consistent sign layout and style for WHSRN site signs. Text and images in the template provide an overview of the site, its ecological value, some of the species that use the site, and a brief explanation of WHSRN. The signage design template was created collaboratively with several partner sites. In addition to making the design template available to site partners, the Executive Office has established a vendor design and production team for ensuring high-quality signage for WHSRN sites.

Please follow this process for creating a sign for your WHSRN site:

- You (as Site Contact) notify the WHSRN Executive Office (us/we) about creating a sign by sending an email to tools@whsrn.org. In the subject line, please include your site's name and location. In your email, be sure to include your full name, title, name of organization, mailing address, email, and phone number.
- We will then contact *The Digital Image Works*, our graphic design and signmaking vendor in Vermont, USA, with whom we have worked. (*Contact: David Fracht, (800) 898.6377; Address: 166 Palmer Court, White River Junction, Vermont 05001*)
- David Fracht will, in turn, respond to you with a template (in PDF) and will request content and other specifications from you, including the actual sign's dimensions, text, and high-resolution photographs.

NOTE: If you are unable to locate or provide high-resolution images for your sign project, we will help locate images though we are not able to carry the expense of any photographers' fees.

- The Digital Image Works will input images and text into the sign template, and then send a draft layout of the sign to you and to us for review.
- Your/our final comments will be incorporated, and The Digital Image Works will either produce the sign or send you the graphic files to take to your own signmaker for production.

NOTE: If you choose to use your own signmaker, please be sure to notify The Digital Image Works at the beginning of your sign project. The signmaker will need to be able to work with the graphic files that they create.

- The Digital Image Works will ship the sign directly to you, and will submit invoices to you for design and production.

NOTE: Sites are responsible for covering the cost of design and production services related to their sign projects. These costs vary according to your needs, but you may request an estimate when you initiate your project.

[Click here](#) to contact the WHSRN Executive Office today about creating a sign for your WHSRN site!