



## February 2021

To share the love this Valentine's Day weekend, here are two helpful blogs that provide a peek behind the curtain to show what we consider when crafting signage that helps our clients attract customers and grow their businesses!



**Color Psychology**  
Studies have shown that specific colors evoke certain emotions and feelings in everyone. The psychology of color may help your business succeed in the aesthetic goals and objectives of its brand.

[read more >>](#)

**Choosing the right LED Message Center**  
LED message centers come in a variety of sizes, resolutions, color or monochrome; so which combination is the right led message center choice for your needs?

[read more >>](#)

## ADA Symbols & Signage



The International Symbol of Access

Did you know the World Congress formally adopted the International Symbol of Access in 1969?

**Contact us today for your ADA interior and exterior signage needs!**

### ADA Access Symbols:

Accessibility symbols are in our everyday lives, and they're more present in your life than you may even know. The most prevalent of these is the international symbol for accessibility (seen above).

Here are 3 other symbols that may also be familiar to you which denote access to services or tools to help with accessibility:



In order, left to right, these symbols represent:

- 1) Access to braille signage or print material
- 2) Tools or services for those who are hearing impaired
- 3) Access to services or tools for those who are blind or have low vision

To learn more, and to familiarize yourself with more accessibility symbols, visit our latest blog ["Introduction to ADA Accessibility Symbols"](#).

**Our in-house ADA experts keep up with the guidelines and regulations so you can rest at ease!**

**Give us a call today: [1-866-867-9208](tel:1-866-867-9208)**

**What would you like to see in March's edition of the Ortwein Sign Post? Let us know! E-mail: [MMiller@OrtweinSign.com](mailto:MMiller@OrtweinSign.com)**