Window Signage Template for Start-up Businesses
Size options and details
November 6, 2018

The sign template applies to businesses who are signing short-term lease agreements in the Downtown area (El Pueblo Viejo District) and can be used up to a year.

The template consists of a contour cut, vinyl window sign with the business name/logo within dimensions of 4 sq. ft. Additional signs can be installed within 15% of the total window area of each façade. Either a business logo* or white text are allowed, with a maximum 10” letter height. Business hours can be placed on a separate sign.

*Color logos must be consistent with the palette in the Santa Barbara Colors Guide. Logos that do not match the palette identified in the Santa Barbara Colors Guide will require Sign Committee review and approval. A white logo image is preferred to minimize design time.