# HOUSE SIGN ADVERTISING DESIGN

# AND GRAPHIC APPLICATION IMPERATIVES

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# Introduction

Rational individuals and organizations constantly seek ways to make the world a better place to live and do business. No area is this made more manifest than the environment where various types of corporeal property such as land and house constitute a critical factor of shelter and socio-economic growth. Governments, for instance, collate data on buildings for proper street-naming, house numbering and to determine the prospects of internally generated revenue (IGR) from that direction. The property owner also ensures that the house, bought or built with hard earned money, is well maintained in order to enhance its rent and lease value. Similarly, marketers develop clever strategies regularly to sell their products and services, using the most appropriate medium that gives the best mileage in terms of sales and goodwill. The *House Sign* is an advertising design medium through which the marketer can showcase a brand in an attractive and a favorable way on a site provided by the property owner.

The House Sign has a design concept that features three basic elements - *house number*, *street name* and a *message*. Street names and house numbers provide the easiest way of identifying or describing a building in a civilized society where no street should exist without a name and a house without a number. Street naming and house numbering are key issues in urban development. Postal services and police rely on the proper identification of buildings for distributing mails and securing lives and property. The House Sign provides yet another innovative dimension to house numbering in the area of advertising.