

**MAXIMIZE VISIBILITY:**

# PROMOTE YOUR EV CHARGERS ONSITE

According to the U.S. Department of Energy, signage and pavement markings are key to helping drivers locate EV chargers and understand how to use them properly. Clear, visible promotion not only increases station usage—it reinforces your commitment to clean transportation and ensures chargers aren't blocked or misused.



## Pavement Markings: Make It Clear

### Color Matters

Green is the universal signal for EV charging. **Avoid blue unless marking an ADA-compliant EV space**, as it typically designates accessible parking.

### Marking Styles:

Choose what fits your site best:



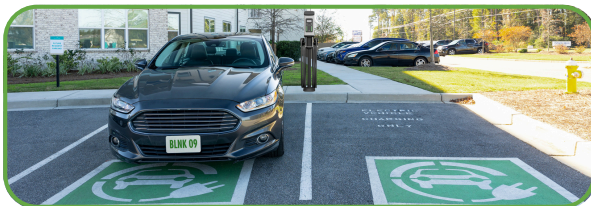
- 1 Outline or stripe EV charging spaces in green for visibility



- 2 Add "EV Charging Only" text or a lightning bolt icon



- 3 Fully paint the stall green



- 4 Include an EV car symbol inside the stall



### Enforce EV Charging Use

Markings help make it clear: These spaces are for active charging only, not general EV parking. Reinforcing this distinction reduces misuse by gas-powered vehicles or idle EVs.

# EV Charging Station Signage: Guide Drivers, Reinforce Usage Rules

## Make It Visible!

Make sure signs are easy to read when in the parking lot and near the parking spot, so charging spots can be quickly located. Also, providing Blink with an accurate description of the charger station location on your property will ensure Blink indicates the charger on charging maps accurately.



## Types of Signs

Some signs can be used to grab the attention of an EV driver while they are looking for the charging spots, and others to share charging details and rules. Always check your local sign ordinances for compliance.



## Blink Supplied Signage

EV Charging  
Station Signage



Kiosk  
Instructions



Kiosk  
Arrows



Smart/kiosk units from Blink come with instructional signs included.



## Where to Place Your Signage

Mounting matters: Wall- vs. post-mounted stations will influence signage placement. Also, don't forget outward-facing signs—visible from the road—to let drivers know your chargers are live and available.



## Helpful Information to Share With EV Drivers:

Make your charging policy clear by posting:

- Hours of charger operation
- Time limits or usage frequency
- Whether EVs must move after charging
- Occupancy fees for parked, non-charging vehicles
- Penalties for misuse of EV-only spaces



**Have questions? Your Blink Sales Executive is here to help.**

Contact Host Support at (888) 998.2546 x2 or email [hostsupport@blinkcharging.com](mailto:hostsupport@blinkcharging.com)