

Four Recommendations for Business Signage

WeDo signs. Whether attracting the attention of a passerby or making an impression on visitors, customers and potential customers, **business signage is critical to an integrated marketer's efforts**—both subtle and direct. Don't let quality signage be an afterthought. Put the time in to carefully plan how you communicate with your community.

1. Showcase Branding

Any signs or graphics on or in your facility should reinforce your brand image, from the font you use to the materials you select. The Small Business Administration points out that as a 24/7 branding tool, your signage should **present a unified visual impression**, from your logo to your color palette. If there are zoning restrictions in your area, try to stick as close to your brand look and feel as possible.

2. Ensure Visibility

Size, color, location, placement, and legibility all contribute to a sign's visibility to foot or car traffic. For the greatest impact, Entrepreneur.com recommends that signs optimally **feature 10 inches of letter height for every 100 feet of distance** from which they are likely to be viewed. Also, consider how clearly the sign reads at different times of day including any additional lighting you install. Visitors to your business are seeking reassurance that they are working with a reputable, trustworthy brand with a consistent message. Stand out signage serves as a strong physical indicator that they can be confident in your business.

3. Consider Location

Your office or store may not have control over the precise font used on your sign, or specifically where it hangs, but **you can control a sign's clarity and legibility**. Help customers and prospects find you by ensuring that your sign is as readable for pedestrians as for vehicles. Placement is also important. Consider appropriate lighting for a sign that is hard to see in direct sunlight or at night. Test the location for potential obstructions (buildings, vehicles, awning, overhangs). Your physical location—for instance, within a business park—may also necessitate a uniform look with surrounding businesses.

4. Make It Scalable

The most appealing and versatile signage is modular. Unlike a stationary display, **modular signage offers users the flexibility to expand or grow**. Images can be custom-produced to client specifications, at any size, to be slotted into easy-to-assemble frames or standing pylons, attached to towers, desks or walls, wrapped around cars or trucks, and used indoors or out. As a business grows, these high-quality signs can easily be updated or upgraded with new panels or configurations, allowing marketers to make changes quickly and affordably.

With PIP, you'll work with professionals who know the ins and outs of signs and who understand how to integrate them into your overall marketing strategy. **Contact us at pip.com.**