

# Top 10 Tips – Signage

Supplied by: Artisan Signs



- 1.** Gather together the main elements of your company image – company name, logo, slogan, colours and fonts used. Decide on a uniform look across all marketing and promotional items. Any elements that can be saved to disk or sent via email will save money on design charges.
- 2.** Decide on what signage is required. Outside premises may require fascia signs, directional signs, parking signs, information signs, 'a' boards, banners and/or flags. Is there anything there already, e.g. lightboxes or posts? Do the signs need to be lit?
- 3.** Internal signs can include health and safety signs, information boards, reception branding, corporate images in meeting or conference rooms, posters, window displays and/or promotional signage, point of sale graphics.
- 4.** Company vehicles are a valuable marketing device that will get your company noticed. Vehicle graphics can be as bright and vibrant as required and can include photographic images as large as needed.
- 5.** Exhibitions, networking events and meetings are all excellent opportunities to put your company's image in front of people. Portable exhibition systems such as banner stands and pop ups are very cost effective marketing tools. When they are not in use at these events consider using them in your reception area or meeting room.
- 6.** Size matters. Signs and graphics are usually custom made to your requirement's so it is important to know your sizes.
- 7.** Do you know what the sign should be made of? Giving full details of size, location and purpose of the sign will ensure you get the right product for the job and your sign supplier can provide an accurate spec in the quote.
- 8.** Installation is your next consideration. Where and how will the sign be fixed? Is this something you would do yourself or would you require an installation?
- 9.** Choose a local, reputable company who will work with you on ideas, helping you with the specification, if necessary, provide a prompt and friendly service, give you a competitive quote and manufacture your signage to your requirements on time.
- 10.** Review your quote, give a clear brief for the content of the signs, provide good, usable artwork and don't approve any layouts until you are happy. Once everything is fixed admire the results and notice the impact that portraying a professional image will have on your business.

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