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CUSTOM OUTDOOR GRAPHICS AND DISPLAYS

Six best practices to bring you the best results!



With solutions ranging from window and door graphics to banners, flutter flags and even vehicle wraps, there's no shortage of ways in which you can employ custom outdoor graphics and displays to boost visibility of your business, organization or special event.

There is one shortage, however, that will affect your efforts: time! You have but two and a half seconds for your graphics or displays to capture the attention of prospects and draw them into your business.

So, how can you best use those precious seconds wisely and make that all-important favorable first impression? Employ these six best practices.

- 1. Get fresh.** When graphics and displays are stale, they become invisible to your prospects—much like wallpaper! So change your signage periodically to keep your appeals current and keep interest high among customers.
- 2. Think big.** Large images with bold shapes, colors and appeals usually work best outdoors. Use graphics that are easily visible from the sidewalk, street and parking lot. Not sure of the optimum size? Ask your signage and graphics provider. Or conduct a personal survey of the graphics and displays used by nearby businesses and organizations, and note their location. If their signage and displays are readily visible, you'll want to replicate their sizes and even illumination techniques, if applicable.
- 3. See the larger picture.** Put yourself in your prospects' shoes and take a walk around your store. Place yourself in the driver's seat, too, and view your building as you drive by and from where customers might park their car when visiting. Does foliage obscure the view of your storefront? Is a neighboring store's sign overly large, too bright or otherwise distracting? You'll want to take these factors into consideration when formulating your strategy for graphics and displays.
- 4. Keep it consistent.** Your custom outdoor graphics and displays convey or imply a promise of what consumers will find inside your business. So whatever you're marketing outside—discount tires, French cuisine, small-engine repairs—make sure you're selling it inside, too! You'll generate ill will instead of sales if you pique a customer's interest in a product or service and then make it hard to find. Plus, communications work better when they work together!
- 5. Stay true to your brand.** It's likely you've worked hard—and invested substantially—to establish a strong brand for your enterprise. You'll capitalize on that effort by ensuring your custom outdoor graphics and displays adhere to your brand guidelines for colors, type fonts and logos.
- 6. Be flexible.** All of your custom outdoor graphics and displays need not be permanent. To augment

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your efforts and improve your results, use banners on storefronts or building sides to announce specials, or position A-frame signs on sidewalks during business hours to spur stop-in visits. These temporary or occasional solutions can lead to long-term benefits!

In following these best practices, know that your efforts will be well worth the time, energy and dollars you may invest. Study after study shows that retail graphics and displays are highly effective at driving sales, and that consumers remember signage as an integral part of their shopping experience.



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For creative and effective custom outdoor graphics and displays, rely on Signs Now

As a value-added graphics communications provider, let our team at Signs Now serve as your business consultant. We can offer expertise on the best use of graphics to promote your brand, image and marketing messages. Look to us for complete solutions—including digital imaging for outdoor and indoor signage, exhibit and vehicle graphics, magnetic signs, banners, window graphics, wayfinding and ADA signage, dimensional letters, directional systems and other visual communications.

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