



12

PROVEN WAYS TO STAND OUT

FROM THE CROWD

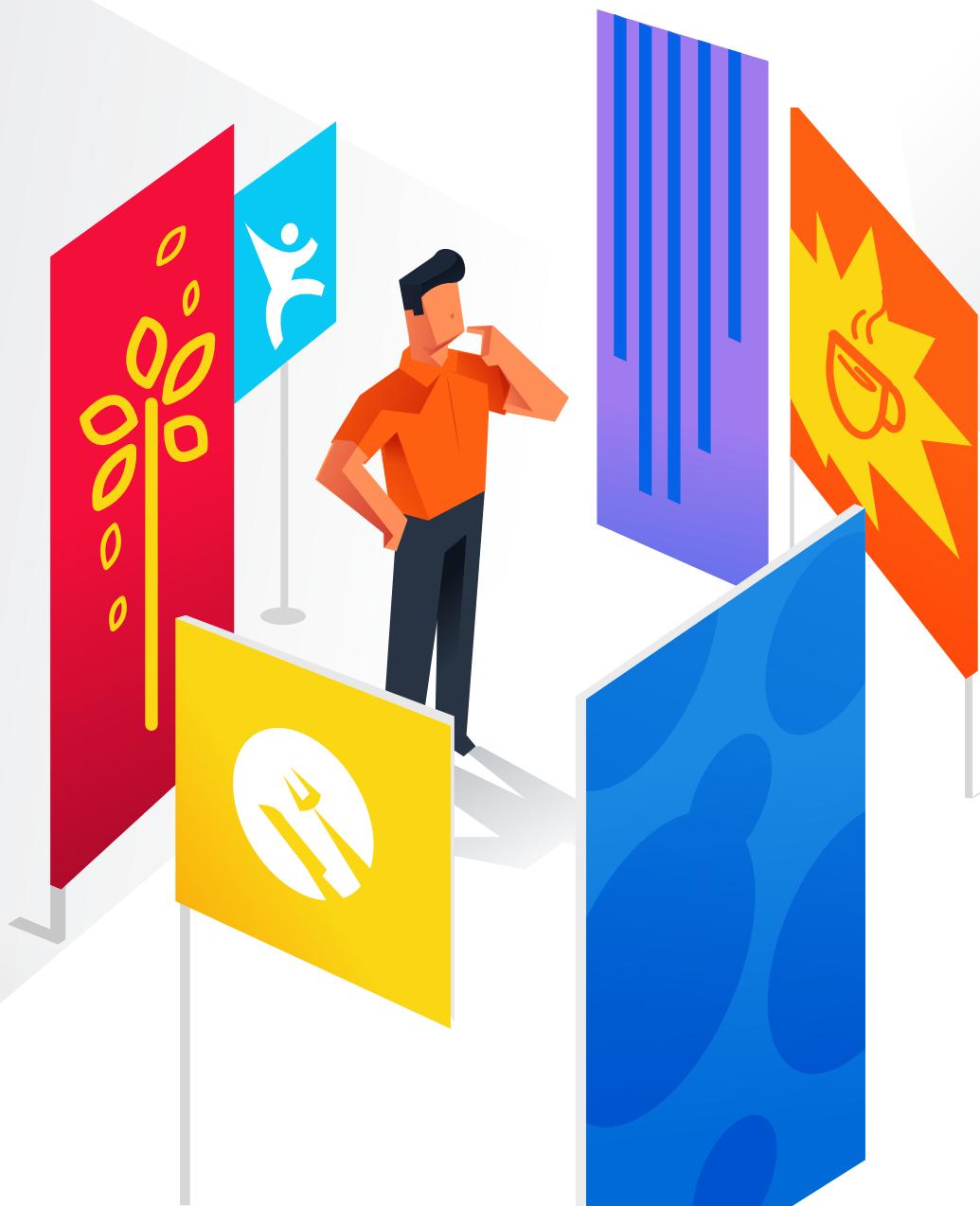
With Signs and Graphics



Studies have shown that in today's fast-moving world, **the average person may see up to 5000 ads in a single day.** What's more, we see many other signs and symbols all around us designed to help society shop, get around and just plain thrive.

Businesses of all sizes have no choice but to make their visual communications stand out among this message overload.

Based on extensive graphics and perception research, there are several proven ways to improve the impact of signs and graphics. By applying the following twelve methods, you can avoid trial-and-error missteps and create signage that cuts through the clutter and engages customers.



01

EMBRACE SIMPLICITY AND LEAVE CONFUSING SIGNAGE TO YOUR COMPETITORS

Research shows that on average **only 15-20% of retail signs are noticed**, as shoppers consciously tune out distracting elements.

On average only 15-20% of retail signs are noticed.

Explorer Research

- ✓ A simple, clear design with minimal words will draw the most interest – keeping 30-40% of the sign clear will enhance readability.
- ✓ Images and words should be balanced to work in tandem.
- ✓ Colors and shapes that contrast with the background will draw attention, but signs should be scaled to the display area and be readable from about 20 feet.
- ✓ Use flow and navigation logic to place signs that help guide customers to merchandise.



02

APPLY STRIKING COLOR COMBINATIONS TO IMPROVE COMPREHENSION

An effective sign design is no accident. Clarity, messaging and style must be considered and sometimes even prioritized in order to convey a complete message. Color selection plays a large part, affecting attention, legibility, urgency and brand recognition.

Here are the best color combinations, ranked in order of legibility from a distance:



03

INVEST IN QUALITY MATERIALS TO ENHANCE YOUR BRAND IMAGE

Customers can tell a lot about a business based on a quick glance at its signage. Research shows that **a third of customers are drawn into unfamiliar stores based on the quality of their signs**, and about 40% make quality assumptions about a business based on the appearance of signs.

It pays to invest in quality materials that show your business in the best light. For example, when it comes to exterior signs, durable materials like aluminum and dibond fair well against the elements and allow for a professional finish. When adding long-term graphics to your walls and windows, you may require high-conforming graphic films in order to achieve a look that lasts.

Speak to the signage experts at Signs Now to learn which materials will work best for your specific needs.

**33% of customers
are drawn into
unfamiliar stores
based on the quality
of their signs.**

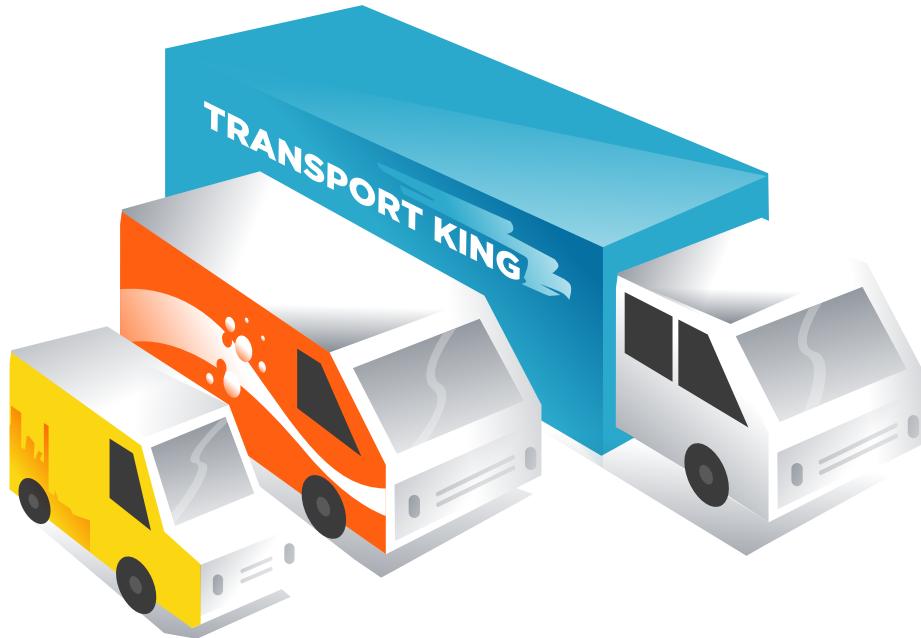
Sign Research Foundation

[Or click here to check out our Periodic Table of Sign Materials.](#)



04

SHIFT YOUR MARKETING INTO THE FAST LANE WITH CUSTOM VEHICLE GRAPHICS



Retailers looking for more traffic are taking their show on the road. Custom vehicle graphics, lettering and wraps transform a single vehicle or fleet into rolling billboards that turn heads and solidify brand awareness. Wrapped vehicles that circulate through town offer a low cost-per-thousand-impressions, **with fleet graphics providing the greatest ad value, even better than billboards and radio.**

New printing techniques and rugged materials assure sharp image reproduction and precise placement that hug curves and edges on metal, plastic and glass. Designs can be updated quickly or removed completely – ideal for leased vehicles and trade-ins.

MEDIA ASSET-VALUE COMPARISON

Advertising Medium	Cost per thousand (CPM)*	Cost of Equivalent DEC
TELEVISION	\$23.7	\$1,445,700
MAGAZINE	\$21.46	\$3,309,060
NEWSPAPER	\$19.7	\$1,201,700
PRIME-TIME TELEVISION	\$18.15	\$1,107,150
RADIO	\$7.75	\$427,750
OUTDOOR	\$3.56	\$214,160
FLEET GRAPHICS	\$0.48	\$30,000

(average, annualized)**

Source: 3M

* Based on 61 million Prime DEC annually; average of top 40 media markets from Media buyer Guide.

** Based on three-month 3M study in San Francisco.

05 ADD SHOCK AND AWE TO YOUR SIGNAGE WITH SPECIALIZED GUERRILLA MARKETING

When you feel that customers and prospects have seen the same old thing a thousand times before, it might be time for a shake-up. That's when guerrilla marketing tactics can wow them with bold creativity that grabs people and gets them talking.

Focusing on new signage strategies that bend the rules is a great place to start.
Let your imagination run free and get into the minds of your customers.

Consider floor graphics that will stop people in their tracks, or wall graphics that incorporate environmental objects into their design.

Guerrilla marketing can be cost-effective and if “buzzy” enough, can catch on in social media and even be newsworthy enough for mainstream media.



06

GET SOCIAL MEDIA BUZZING WITH BOLD, SHAREABLE GRAPHICS

To help bring customers into your store, invite them into your story. Similar to Guerilla Marketing, help your social media marketing go viral with clever graphics that share the stage with your customers. With a simple theme tied to your brand and a compelling backdrop, turn an open space into an interactive stage where customers will be eager to show their stuff and share it with friends.

- ✓ **Wall Graphics** - Create large graphics with simple instructions, and let customers turn their imaginations loose. Include related hashtags and social media pages to help encourage sharing and posting to your website.
- ✓ **Selfie Booths** - Provide backgrounds, displays and props to encourage selfie-takers to up their game at your location. Hashtags and other social media tools will help spread the word about new merch, themed promos and sales.
- ✓ **Scannable Image App** - Use the power of smartphone scanning and image recognition to create fascinating signage that converts custom still images into videos on-the-spot. Everything from large displays to shelf-talkers can come to life and build that all-important viral buzz.



#BooksGiveMeWings

07

SEE HOW CUSTOMERS SEE, SO YOUR SIGNAGE REACHES ITS FULL POTENTIAL

Perceptions are shaped by a consumers' goals, challenges and demographics. For example, environmentally conscious consumers have reported that they rely more on outdoor signs and non-paper products. Group followers are likely to be very influenced by signage since they look outside themselves for information and approval.

By understanding your target audience, you can implement sign strategies that connect the strongest with potential prospects instead of being all things to all people.

For example, vintage-styled signs that use older fonts, themes and shapes help a business convey a warm, trusting feel and enhance matching décor. Or, for retailers in a shopping district, signs should be consistent in branding but use a variety types and shapes to help stand out from the crowd and make the shopping experience more engaging and memorable.



08

SURPRISE AND DELIGHT BY SWITCHING UP YOUR TEMPORARY SIGNS

When it comes to temporary signs and graphics - such as banners, yard signs, a-frames and nonpermanent graphics - you can surprise passersby with new designs that you switch or rotate on frequent basis. We've all seen the changeable letter signs that churches use to display alternating messages of worship, gratitude or positivity. Think how you too can create changing messages that will inspire and motivate nearby audiences.

Outside your entrance or storefront, try switching up banners or banner stands to promote a new sale, event or seasonal change. Along nearby roads, use yard signs to create fun messages that drivers will remember you for.

At events, conferences and trade shows, consider changing your signs (particularly banners or posters) each morning to promote the events taking place that day.



09

MAKE YOUR SIGNAGE EASIER TO READ, REACT TO AND REMEMBER.

In 2011, 13% of the U.S. was over age 65, but by 2025, 25% of vehicle drivers are expected to be over 65. Considering that eyesight and reaction times slow with age, roadside and highway signage designers must take these significant trends into account.

Just as with road signs, all signs face various viewer constraints, therefore it pays to analyze who's reading your signs. Pedestrians, shoppers, event attendees and office workers each have limitations on what essential information they need to pull from a sign.

Letter Height (Inches)	Distance For Best Impact (feet)	Maximum Readable Distance (feet)
3"	30'	100'
4"	40'	150'
6"	60'	200'
8"	80'	350'
9"	90'	400'
10"	100'	450'
12"	120'	525'
15"	150'	630'
18"	180'	730'
24"	240'	1000'
30"	300'	1250'
36"	360'	1500'
42"	420'	1750'
48"	480'	2000'
54"	540'	2250'
60"	600'	2500'

10

MAKE LIGHTING YOUR BEST FRIEND

Sometimes the best way to shine a spotlight on your signage is to do just that.

Around 58% of survey respondents have indicated they would lose sales if regulations prevented their signs from being lit. For those who reported a sales loss, the average estimate was 21%.

Front lighting your logo (or backlighting it) can be a great way to enhance your brand and add an element of visual drama, while lightboxes are another option to help your logo and other elements stand out at night.



58% of survey respondents have indicated they would lose sales if regulations prevented their signs from being lit.

Sign Research Foundation



Advertisers have long stated that “smiles sell,” and signage is no exception. Having a representation of a happy customer or employee is said to increase consumer engagement and create positive mental associations with your product.

One study, for example, found that advertisements containing faces **attracted “greater attention than other advertisements regardless of the length of exposure.”**

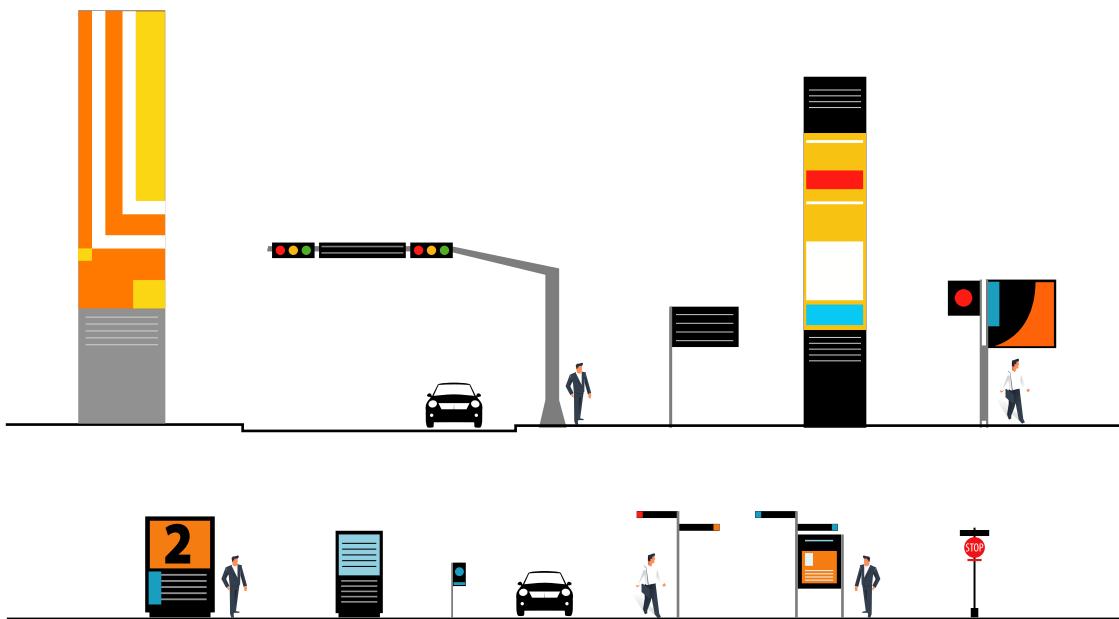
Print advertising that includes faces, or images that could be interpreted as faces, tends to be more preferred by consumers than ads that do not have this feature.

Journal of Advertising Research (JAR)

Adding images of a face or body to your signage is more likely to get people to relate to your brand. This image strategy not only humanizes your products or services, it helps identify your market and underscores an aspirational lifestyle by showing customers how they want to see themselves.

While stock images may suffice, implore your team to dig deeper for pics and graphics that look unique, authentic and memorable.

IMPACT YOUR COMMUNITY AND BOTTOM-LINE WITH A CONSISTENT SIGNAGE PLAN



A recent national survey of businesses yielded practical insights on sign changes and their impact on business performance. Associated case studies reinforced that on-premise signage visibility is especially important, and that consistent signage plays an important role helping companies build their brand within a community. Other practical takeaways include:

- ✓ Sign changes generally had significant, positive impacts on sales, the number of transactions and profits. **Roughly 60% of businesses reported increases averaging about 10%.**
- ✓ Sign changes led to small positive impacts on employment. Nearly a quarter of respondents reported hiring more staff.
- ✓ Sign legibility is the most important characteristic of signage across all sizes of companies.

60% of businesses reported a 10% increase in sales, transactions and profits after changing their signs.

The Economic Value of On-Premise Signage
by the University of Cincinnati



THE MOST IMPORTANT WAY TO STAND OUT?

Don't limit yourself to signage that's worked in the past – stay open to fresh ideas that set trends instead of following them. The good news? We have lots of ideas, and we'd love to share them with you.

Count on Signs Now to deliver:

UNWAVERING CREATIVITY AND DESIGN ACUMEN

As professionals with deep knowledge of visual communications, we bring insightful ideas to every project no matter how grand or modest, ensuring that you make a lasting impression.

PAINLESS AND UNCOMPLICATED PROCESSES

We eliminate the hassles associated with many sign and graphics projects. Look to us to coordinate a design, manufacturing and installation process that adheres to your timeline and budget.

ESTABLISHED AND EXPERIENCED KNOWLEDGE BASE

Industry leaders since 1986, we've delivered attractive and affordable solutions to countless businesses across the U.S., Canada and the United Kingdom, and can do the same for you.



Ready to get started?

Call or drop-in today and let's talk signs and graphics.

SOURCES:

- ✓ **How Many Ads do you See Each Day**
<https://www.gradschools.com/programs/marketing-advertising/how-many-ads-do-you-see-each-day>
- ✓ **Retail Signage Engagement**
<https://explorerresearch.com/effective-signage-design/>
- ✓ **Retail Signage from Consumers' POV,**
<https://signresearch.org/wp-content/uploads/Consumer-Perceptions-in-Retail-Signage-Executive-Summary.pdf>
- ✓ **What Lab Eye Tracking Tells us about Wayfinding**
https://www.researchgate.net/publication/272822897_What_Lab_Eye_Tracking_Tells_us_about_Wayfinding_A_Comparison_of_Stationary_and_Mobile_Eye_Tracking_in_a_Large_Building_Scenario
- ✓ **Retail Wayfinding & merchandise display**
<https://signresearch.org/retail-wayfinding-best-practices/> Or for healthcare
<https://signresearch.org/wp-content/uploads/Wayfinding-Management-Models-and-Methods-in-Healthcare-Environments-Executive-Summary.pdf>
- ✓ **Signage to Build Community ID and spaces**
<https://signresearch.org/wp-content/uploads/Signs-and-the-Downtown-Experience-Executive-Summary.pdf>
- ✓ **Best Practices for Temp Signage.**
https://signresearch.org/wp-content/uploads/Temporary_Signs_Best_Practices_ES_SRF.pdf
- ✓ **Art & Science of Sign Design**
<https://signresearch.org/wp-content/uploads/Arts-and-Science-of-Sign-Design-Executive-Summary.pdf>
- ✓ **Printing and Materials Trends**
https://signresearch.org/wp-content/uploads/Digital-Print-TT-In-the-Sign-and-Graphics-Industry_ES_SRF.pdf
- ✓ **Stats and Signs in the Community**
http://martin-supply.com/pdf/Cirrus/Studies/Economic_Value_of_Signs_University_of_Cincinnati.pdf
- ✓ **Effective Font Size & Style**
<https://journals.shareok.org/ijsw/article/view/51/44>
- ✓ **Pulse of the Industry Report**
<https://www.signs.org/pulse>
- ✓ **Retail Signage**
http://www.signresearch.org/wp-content/uploads/Retail-Signage-Practices-to-Increase-Return-on-Investment_ES_SRF.pdf
- ✓ **Architectural Signs**
https://www.signs.org/media/files/Architectural%20_Signage_Infographic_Final.pdf

Disclaimer:

©2020 Alliance Franchise Brands LLC. All rights reserved. Signs Now® Centers are independently owned and operated.