Shaping Spaces with

ENVIRONMENTAL GRAPHICS

> "The process of scientific discovery is, in effect, a continual flight from wonder."
>
> Albert Einstein

SIGNS NOW®

design | service | solutions

Your creative partner, turning ideas into reality.^{SM}

CODE CREDIT UNION
One Good Reason After Another

When you enter a business space of any kind, whether it be a boutique retail experience or a routine visit to the doctor's office, how do you feel about it? The presence of a bold wall mural or an informative banner can influence how you experience these areas. These visual elements often do much more than decorate; they can guide, inspire or connect us to the environments we're in.

Environmental graphics involve layering various creative elements – such as colors, graphics, fonts and textures – to invoke a specific emotion in your target audience. This multifaceted approach to design involves a wide range of disciplines, from graphic design to architecture, to help your business achieve its goal. Integrating thoughtful design elements can create a memorable atmosphere for your audience, no matter what kind of business you run. From cozy cafés, to fitness studios, to corporate offices, all kinds of spaces can be elevated through better environmental design.

Any professional space can benefit from the potential that environmental graphics offer, with the possibility to transform your brand into a complete sensory experience for staff and guests. With Signs Now at your side, you'll see how these graphics can become a powerful design tool that you can leverage in every space.

How Environmental Graphics Influence Our Perspective

You've likely experienced for yourself the difference between a space that feels inviting and welcoming to one that feels disorienting or overwhelming. Environmental graphics can help transform an area from sterile and cold into warm and memorable.

Any graphic or decorative element that helps connect your audience to your space is considered an environmental graphic. From brand identifiers to directional signage, many different signs can help transform your space.

Some of the most common environmental design elements are:

- **Wayfinding systems** that include directories, floor decals and other signs help people figure out where they are and where they want to go. They can help your audience navigate their surroundings and orient themselves in each different space. Clear, cohesive elements can make navigating even the most complex areas a breeze.

- **Floor graphics** help your space speak. They're often used to showcase your branding, direct foot traffic or add a splash of visual interest to a space. Use them to communicate your company's mission and core beliefs or just add a creative touch to otherwise blank spaces.

- **Digital signage** incorporates electronic displays and screens to display digital images, videos, menus, directories and various other pieces of important information. They're often used as an effective form of advertising but can also add a level of interactivity to your space.
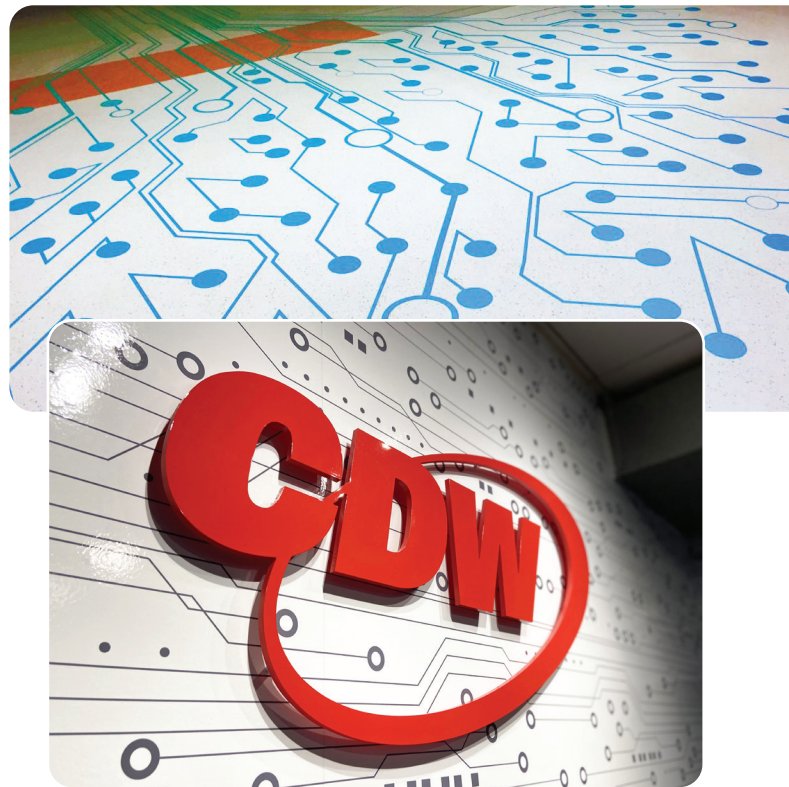
- **Murals** provide a strong visual anchor for any space that they're in. They're frequently painted directly on a wall but can also be applied through other means. Many businesses use them in a front lobby or reception area to create an instant impact for the brand.

Contemporary environmental graphic design is constantly evolving and changing to better accommodate new technology, as well as sustainability concerns, to develop visually impactful spaces that are functional, too. All these elements can be blended to contribute to a better customer experience.

Any kind of graphic or decorative element that helps connect your audience to your space can be considered an environmental graphic.

The Benefits of Environmental Graphics

Most people experience environmental graphics every day, even if they don't know it. These visual elements play a critical role in shaping your audience's experience and how they interact with you and your brand. With purpose and creativity, environmental graphics can provide a range of benefits for small businesses, including:

Brand Awareness

Making use of these graphics is an easy way to reinforce your branding throughout all your spaces. Your walls can talk. Use them to visually communicate your brand's mission, core beliefs or story. For example, a long hallway filled with your company's milestones can inspire your employees, while graphics illustrating your brand values in a lobby can make a lasting impression on customers.

Visitor and Staff Navigation

Wayfinding graphics – such as signs, floor decals or directories – help people figure out where they are and where they want to go. At their best, these tools calm chaos in high-stress spaces like hospitals, schools or airports. Clear, cohesive elements such as arrows or symbols, paired with smart typography and color choices, make navigating everything from a small local park to a busy retail space a breeze.

Community Connection

For local businesses, environmental graphics can reflect the culture or history of the community. Collaborating with local artists for murals can create a stronger connection between your brand and its surroundings. Elevating your brand through storytelling can easily be done through well-designed wall graphics that honor your history.

Elevate your brand through storytelling.

Enhanced User Experience

Whether it's helping a customer find the checkout counter or creating a cozy vibe in a dining area, environmental graphics improve the way people experience your brand. They communicate information efficiently while making your space memorable. With the right graphics, you can not only make your brand stand out but also ensure that every guest enjoys a positive experience with your business.

Boosted Foot Traffic

The first thing people interact with is often the graphics outside your business. Inviting storefront signs or stunning murals can attract potential customers, while interactive elements like digital displays can spark curiosity. For instance, a photo of a warm beverage that can be easily seen by pedestrians may intrigue them enough on a cold day to stop by to try it out!

Your walls can talk. Use them to visually communicate your brand's mission, core beliefs or story.
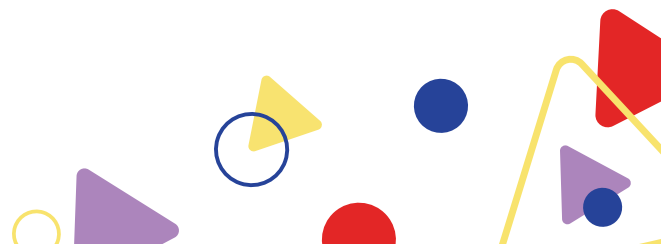
Designing Effective Environmental Graphics

Creating impactful environmental graphics involves more than picking trendy colors and fonts. Here's how you can design ones that resonate:

Understand Your Audience

Every design decision, from color choices to messaging, should center on your target audience. Does your customer base consist of families, young professionals or retirees? Use surveys, focus groups or even social media feedback to gather insights about what resonates with them. Developing buyer personas allow your business to focus on their wants and needs to better connect them with your brand experience.

Choose Colors Thoughtfully

Colors evoke emotions and set the tone of your space. For example:

- Blues and greens evoke calmness, perfect for a spa or meditation center. They can also help ease minds in an otherwise stressful environment, such as a healthcare facility.
- Bright reds and yellows inspire excitement and energy, great for a kids' play area or a dining room in a restaurant.
- Neutrals like black, white or gray exude professionalism, fitting for a law office or corporate lobby.

The psychology of color plays a key role in the creative design of your environment. Paying close attention to the details throughout your area can better create a sense of well-being for both your employees and your customers. You ultimately want a space that doesn't just look good at a distance, but feels good to exist within, too.

ORANGE	RED	YELLOW
Competition Energy Force Success Encouragement Productivity Potency/Vitality	Action Desire Passion Determination Power Potency Love	Happiness Caution Warmth Joy Intellect Warning Vision

BROWN	WHITE	PURPLE
Wholesomeness Elegance Security Stability Honesty Friendliness Simplicity	Purity/Goodness Beginnings Illumination Understanding Cleanliness/Sterility Possibility Sincerity	Ambition Spirituality Mysticism/Magic Dignity Inspiration Wealth/Luxury Royalty

BLACK	GREEN	BLUE
Authority Strength Power Fear Rebellion Sophistication Formality	Optimism Nature/Environment Relaxation Fertility Rebirth/Growth Healing Youth	Authority Reliability/Integrity Intelligence Confidence Loyalty Truth/Trust Peace

Stay Sustainable

Sustainable design not only demonstrates your company's commitment to the environment, but also looks great, too. Consider using eco-friendly materials such as recycled wood, bamboo textures or low-energy lighting in your designs. Energy-efficient practices in your design and production create the opportunity for your business to promote environmental awareness and encourage responsibility in your audience. It's a win-win; you'll build brand credibility while contributing to a greener planet.

Collaborate with Professionals

Work with a creative team that can bring your vision to life. Architects, graphic designers and branding experts can ensure your environmental graphics are not only visually appealing but also functional and within your brand guidelines. You want your brand presence to stay consistent no matter where it appears – on signs, in digital ads and in your workspace – and working with a team of pros like your friends at Signs Now can result in a cohesive solution that benefits you.

Emerging Trends in Environmental Graphics

Environmental graphics are more than just signs and decals – they're an artform that continues to grow and evolve. Today, design is driven by ever-shifting trends, new technology and much more that brings refreshed, updated looks to every space.

Advances in technology continue to present new options for graphic design. For instance, interactive screens and augmented reality (AR) projections are redefining customer experiences. They provide a level of interactivity with your brand through touchscreens that inform guests of new products and they can also educate your audience through the power of storytelling.

Bringing the outdoors inside has been especially trendy as of late, and that's hardly slowing down. Using natural materials like wood and stone, as well as incorporating plants themselves through biophilic blooms, not only looks great – but also creates a sense of tranquility in the space.

More and more brands are opting to use environmental graphics to focus on local communities and the immediate neighborhoods that the company serves. Integrating locally-inspired designs – especially if you can work with a local artist – celebrate and reflect your area's culture and history and can build deeper connections with your customers.

Bringing the outdoors inside has been especially trendy as of late, and that's hardly slowing down.
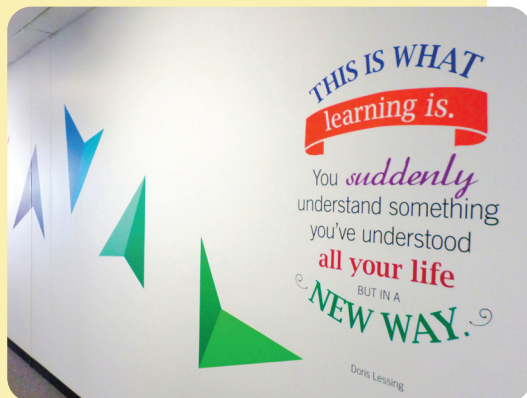
Bringing Your Space to Life

Environmental graphics aren't just about adding flash; they're about creating spaces that feel as good as they look. Whether you're designing a calming office, an energetic café or a show-stopping retail location, these visual elements help convey your brand's story while improving customer experience.

If you're ready to elevate your business space with environmental graphics but need a helping hand, our design professionals are here to guide you every step of the way. Together, we can create spaces that inspire and connect.

Contact Signs Now today to get started!

Your creative partner, turning ideas into reality.[SM]

design | service | solutions