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WINDOW SIGNS AND GRAPHICS

Stick 'em up ... and make the most of your promotional "real estate!"



Retailers have long recognized the value of employing what was once unused space on glass doors and windows to work harder by using these areas to post notices of sales and specials. Organizations, nonprofits, schools and others are also benefiting from window signs and graphics to showcase logos, announce special events, feature team mascots and much, much more.

Smarter yet, many marketers are using *exterior-facing* window signs and graphics to communicate one message (e.g., Sale Inside!) and having their *inward-facing* counterparts promote yet another (e.g., Lawn Mower Specials This Area!). Of course, none of these options are permanent and almost all are easily removable – which are two more reasons for the increasing popularity of window signs and graphics!

For your store or building, an old "stand-by" such as poster paint is certainly one option as are hand-lettered signs on craft paper or individually-applied vinyl letters and numbers. But most modern-day marketers are taking advantage of the latest digital and wide-format printing advancements to present much more sophisticated messages. These employ four colors and custom-cut shapes (beyond rectangles). They also offer highly accurate reproductions of logos, photos and other graphics.

When considering these newer and more exciting options, you'll choose from two basic types: decals (i.e., stickers) or clings.

Window decals (or stickers): Select from three different types



Window decals have some sort of adhesive backing to adhere to a glass window or door. This can be done on the outside, on the inside or even from the inside facing out.

Technically, the adhesive means the window sign is "semi-permanent" which gives you or your installer some wiggle room to position it as desired, but in practice you'll find that once the decal's adhesive activates it will become extremely difficult to reposition.

Window and door decals come in three different types:

- **Clear decals** – With this option, your decal will be clear everywhere that the graphics are not printed. These are often the choice for storefronts and entry doors to allow two-way visibility – assuming your design doesn't cover the entire surface area of the actual decal.
- **Opaque decals** – Instead of having "clear" portions of your sign, opaque decals feature colors in areas where the graphic itself is not printed (e.g., like a frosted window). With this type, your design won't have to compete as hard against any background visuals to stand out.
- **Perforated decals** – Designed to allow one-way visibility, perforated window decals enable you, for example, to advertise your specials, store hours or logo to those looking in while offering a largely unimpeded view to those looking out (or vice-versa).

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Your other option: Static cling window graphics

Unlike a window decal (or sticker) that employs an adhesive, static clings attach to your windows or doors through the static charge of the sign itself and the glass surface. While offered in the three types of signage described above, they differ in one key aspect: These signs can not only be easily removed but also reapplied again and again in different situations.

Decal vs. static cling: Advantages and disadvantages

Decals are considered stronger and more lasting than a static clings, making them suitable for signs such as those that promote your business in general or advertise your hours. That said, once they've outlived their usefulness you'll sometimes require a razor blade and soapy water to remove any residual adhesive at time of take down.

Static cling window signs and graphics simply peel away without much need for clean up, making them perhaps a more ideal choice for sales and promotions with limited duration. Of course, the ease with which they can peel away also argues for their use indoors as opposed to outside surfaces, where they'll be exposed to the elements.



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