

# BEST PRACTICES FOR SIGNAGE

## ALL SIGNS POINT TO YES

SIGNS CAN BE USED TO HIGHLIGHT AND REINFORCE A SPECIFIC BRAND, TO ATTRACT ATTENTION TO A PARTICULAR DISPLAY OR TO EDUCATE YOUR CUSTOMER. THE EFFECTIVE USE OF SIGNAGE IN YOUR DISPLAY SPACE SHOULD DO ALL OF THESE THINGS AT ONCE, AND WILL LEAD TO IMPROVED SALES FOR YOU.

**SANMAR** **U**

*Product expertise at your fingertips.*





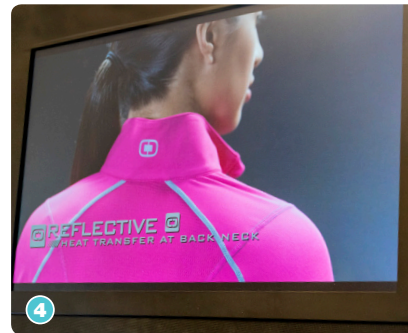
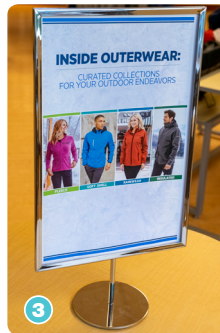
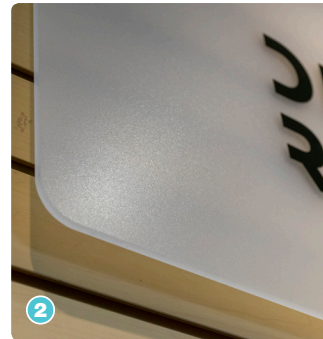
# TIPS & TRICKS FROM OUR EXPERTS!

## WHAT ARE THE DIFFERENT TYPES OF SIGNAGE?

- 1 DIRECTIONAL SIGNAGE** POINTS THE WAY TO IMPORTANT FEATURES WITHIN YOUR SPACE
- 2 BRAND SIGNAGE** IDENTIFIES AND HIGHLIGHTS SPECIFIC BRANDS YOU CARRY
- 3 INVITATIONAL SIGNAGE** ATTRACTS CUSTOMERS TO FEATURED AREAS OF YOUR DISPLAY
- 4 EDUCATIONAL SIGNAGE** GIVES YOUR CUSTOMERS IMPORTANT INFORMATION ABOUT THE PRODUCTS ON YOUR SHELVES

## WHAT CAN SIGNS BE MADE OF?

- 1 PAPER SIGNAGE** IS LESS EXPENSIVE AND OFTEN TEMPORARY. THIS CAN INCLUDE CARDSTOCK, FOAMCORE AND OTHER PAPER-BASED MATERIALS.
- 2 PLASTIC SIGNAGE** IS INTENDED TO BE PERMANENT, AND SO IS USUALLY MORE EXPENSIVE. PLASTIC SIGNS CAN BE MADE OF ACRYLIC, VINYL OR SINTRA, AMONG OTHER MATERIALS.
- 3 PORTABLE SIGNAGE** AND GRAPHICS MIGHT INCLUDE PULL-UP BANNERS, IMPRINTED TABLECLOTHS, BACKGROUND FRAMES WITH SUBLIMATED PRINT IMAGERY, BANNERS AND MORE.
- 4 DIGITAL SIGNAGE** REQUIRES TECHNOLOGY SUCH AS TABLETS OR MONITORS, AND CAN DISPLAY VIDEOS AND OTHER DYNAMIC CONTENT. DIGITAL SIGNS MAY COMBINE ASPECTS OF EACH OF THE SIGNAGE TYPES, AND CAN EVEN BE MADE INTERACTIVE BY INCORPORATING A TOUCHSCREEN DISPLAY.



## WHERE SHOULD YOU PUT YOUR SIGNAGE?

- PLACE YOUR SIGNAGE WHERE IT'S MOST LIKELY TO BE SEEN. THE MOST EFFECTIVE SIGNAGE IS USUALLY PLACED AT ROUGHLY EYE LEVEL OR HIGHER.
- SIMPLE FLOOR MATS CAN BE EFFECTIVE – KEEP IN MIND THAT THESE MAY GET DIRTY OR DAMAGED DUE TO FOOT TRAFFIC.

## WHAT SHOULD YOU PUT ON YOUR SIGNAGE?

- LIMIT COPY TO WHAT CAN BE READ AND RETAINED QUICKLY. REMEMBER THAT MOST SIGNS WILL BE SEEN FOR ONLY SECONDS.
- KEEP GRAPHICS AND IMAGERY USED CLEAN AND SIMPLE – TRY NOT TO CLUTTER SIGNAGE UNNECESSARILY.
- MAKE SURE IMAGERY IS SIZE-APPROPRIATE – WHAT LOOKS GOOD ON A SMALL SCREEN MAY NOT BE AS ATTRACTIVE ON A LARGE SIGN.
- ALL YOUR SIGNAGE SHOULD HAVE A CONSISTENT LOOK AND FEEL – THEY SHOULD WORK TOGETHER AND NOT COMPETE WITH ONE ANOTHER VISUALLY.

## HOW DO YOU INSTALL YOUR SIGNS?

- USE A LEVEL! MAKE SURE THAT SIGNAGE IS STRAIGHT AND LEVEL WHEN INSTALLING – YOU MAY HAVE ONLY ONE OPPORTUNITY TO GET IT RIGHT.
- IF NEEDED, USE ADHESIVES THAT WILL SUPPORT THE WEIGHT OF YOUR SIGN, AND ONLY INSTALL A SIGN ON A STURDY BACKING. YOU DON'T WANT IT FALLING OVER UNEXPECTEDLY!

## A FEW FINAL TIPS

- ✓ MAKE SURE YOU PROOF THE SIGN THOROUGHLY BEFORE IT'S PRINTED! ONCE A SIGN HAS BEEN CREATED, IT'S MUCH MORE EXPENSIVE TO FIX ERRORS.
- ✓ ALL SIGNAGE SHOULD BE CONSISTENT WITH YOUR BRAND GUIDELINES. IF YOU DON'T HAVE THOSE, IT MAY BE TIME TO ESTABLISH SOME!
- ✓ DON'T DATE YOUR SIGNAGE! CHOOSING IMAGERY AND COPY THAT WILL STAND THE TEST OF TIME WILL SAVE YOU MONEY IN THE LONG RUN.
- ✓ MANY NATIONAL SIGN-MAKING COMPANIES HAVE THE RESOURCES AND MATERIAL TO RELIABLY PRODUCE QUALITY SIGNAGE, AND MAY EVEN OFFER LIMITED CREATIVE ASSISTANCE.