

What's Your Sign?

WeDo signs. When it comes to applying best practices in retail signage, these five principles can ensure the best possible outcome:

- 1. Be specific**—clarity and relevance are essential
- 2. Keep it simple**—your message should communicate in 5 seconds or less
- 3. Less is more**—ditch extraneous words
- 4. Set it up**—headline > explanatory text > call to action
- 5. Ask for something**—visit our website, save at our sale, etc.

Once these principles are covered, your next step is how to apply them to different types of signage. Here is a breakdown of considerations:

Outdoor Signage

Whether your signage is on the sidewalk, an awning or in a window, it only has a few seconds to attract the attention of pedestrians and motorists. It is important to ask yourself what the primary takeaway should be and make that your message. With outdoor signage, you want to keep it short and simple. Therefore, it's not only okay to abandon full sentences, it's preferred. The goal is to convey your message in as few words as possible.

Informational Signage

The goal of informational signage is simple: get customers where they want to go or where you want them to go. Because it is typically directional (also known as wayfinding), your signs should be concise and easy to read. Wherever possible, use graphics or international symbols to rapidly convey a message.

Persuasive Signage

Retail space provides the opportunity to influence consumers to react on impulse. Persuasive signage is the perfect promotional tool to advertise a sale, event or seasonal buys. If created properly, persuasive signs or displays can influence customer flow and improve interactivity with otherwise unnoticed products. To be effective, ensure that your messaging is bold and very visible, utilizing easy-to-read fonts and colors that pop or feature high contrast backgrounds.

ADA Compliant Signage

First and foremost: know what types of signage you must post legally in your business. There are certain specifics you must follow, even as it relates to design for ADA compliant signage. In addition to necessary requirements, take into account what more you can do to support your disabled customers, such as interior signage to identify locations for bathrooms, elevators, entrances and exits, including the addition of Braille.

Mats or Floor Signage

The floor might be the last place you'd consider for signage, but it is rapidly becoming one of the most versatile signage treatments. You can use floor signage to color code departments, direct customers to a specific location, establish brand identity, or just add some fun to the décor. Floor signage is new, so it has a tendency to attract a lot of attention. Leverage the novelty. You can go big and bold.

For your next signage project, talk to the sign experts at PIP. **Contact us at pip.com.**