



Getting Your Name Out There With The Perfect Sign For Your Growing Business!

Introduction

Signs are an important tool for advertising your business. Whether the sign is outside, inside or on the web, they serve as a way for your customers to get to know you.

Signs can be created for indoor or outdoor use. Typically signs that are created for outdoor use are for marketing purposes to entice the customer to come into your business, while indoor signs are usually for displays or for use in a reception area.

The Right Sign for Your Business

Lets face it, we live in a very fast paced world, and if your sign doesn't make people stop and want to shop at your business then you will not be able to compete with the business that have that aspect. It's not only important for your sign to be seen but it also needs to be professionally designed. Your sign is a reflection of your company, so it needs to have elements such as marketing, demographics and also be read and understood in an instant.

Having the Right Placement

Where you put your sign might depend on a lot of different factors such as where customers will be able to see it best, how big your sign is or what the zoning laws are in your county.

The figures on this table can help determine whether your business site will be visible to customers. For example if the traffic was going at the speed of 50mph and the street has two lanes in each direction so the customer has to change lanes, the customer will need to be able to see and read your sign from 680ft away assuming your sign is mounted perpendicular to the roadway. If your customers cannot see your sign from that distance, you should consider a different location.

Minimum Required Legibility Distances in Varying Situations		
Speed (MPH)	With lane change (in feet)	Without lane change (in feet)
25-30	410	155
35-40	550	185
45-50	680	220
55-60	720	265
>65	720	280

Chart information provided by the ISA (www.signs.org).





Getting the Right Size

Assuming you picked out just the right spot, the next challenge will be to determine how big to make the sign. You know already that the further away the sign will be read the taller the sign must be. Experts recommend designing signs with letters, one-inch tall for every twenty-five feet. You don't want your sign to be small, plain and have no graphics. You want to draw your customers in with lettering style, graphics and logos that are easily readable from far away.

This chart demonstrates the sign height guidelines. Assuming the sign is perpendicular to the roadway.

Speed Limit	Number of Traffic Lanes	Sign Height (to top of sign face)
25 mph	2	12 feet
25 mph	4	12 feet
35 mph	2	20 feet
35 mph	4	20 feet
45 mph	2	35 feet
45 mph	4	35 feet
55 mph	2	50 feet
55 mph	4	50 feet
Urban Freeway	N/A	75 feet

Chart information provided by the ISA (www.signs.org).

Let There Be Light!

Lighting methods can have an impact on your sign as well. Light allows your sign to not only be visible during the daylight hours but also during the night and in all kinds of weather. Another perk to being lit up is your sign is easier to read when customers are driving.

When designing your sign you should consider what lighting you are going to use and use that to your advantage. There are many ways to light up your sign. Lamps mounted on the outside, internal illumination, exposed bulbs, LED's or Neons are the most common way to light up a sign. The light will automatically enhance the look of your sign for years to come. A properly lighted sign should be bright enough to enhance your business but not so bright as to be annoying.

You might think that illuminating your sign might run up your energy bill, but with new technology coming out every day you have many possibilities and many of them are economical and energy efficient.

So when creating your sign just keep in mind these helpful tips: Design a sign that will draw your customers in and how big your sign will be, where your placement is and what lighting you are going to use. From start to finish your sign will make you more successful and help your business grow.

