

Building Signage



YOUR LOCATION. YOUR MESSAGE

Have you critiqued your own building signage recently?

What does a person need to know before they can buy from you? To even begin a sales process, people need to know at least two things: that your business exists and where they can find you.

It is often said that the most important marketing investment is building signage. If people don't know how to locate a business, you are setting up to fail. It is a truth that many businesses gain 'free advertising' from effective building signage – all those people that pass you every day that are potential customers, or will spread your presence by word of mouth.

We equate effective building signage to having a fully responsive and engaging home page on your website, or making a good first impression at a job interview... it is essential for success.

Signs & Lines have demonstrated experience in the design, supply and installation of building signage.

Throughout this Case Study we will show you examples of different styles of building signage – from corporate sky signage over 10 storeys high, to retail, shopping centres, public facilities and apartment fascia's – and ask how does your building signage stack up?

TAKE YOUR BUILDING SIGNAGE FROM DRAB TO FAB!

Does your building signage make a simple, yet compelling statement? We challenge you to consider your current building signage against the 3 benchmarks below:

CHALLENGE 1: Make your business a landmark. The best building signs become talking points; they are integral parts of a location/street/suburb/city. When you invest in effective building signage, your location becomes part of the community's mental map of their neighbourhood. From large scale LED, fabricated letters to simple but striking window lettering, there are many options to suit every business and budget.

CHALLENGE 2: Keep it simple. Don't fall into the trap of trying to make your Building Signage do too much. Remember, less is more! Complicated building signage with multiple facets will dilute your image and confuse the customer. We love keeping the design simple yet clever – professional signage that projects a quality image.

CHALLENGE 3: Size, Angle, Visibility. Have you maximised the potential of your building signage? Go large! Consider signage that will create a real impact – as a general rule the larger the building, the bigger the signage. Don't scrimp as this is a false economy. Make sure the angle of the sign is suited to your customers or passing traffic. And add luminosity – LED's are cost-effective and will shine bright at night.





RULES OF SIGNAGE DESIGN

Is a signage rebrand or refresh on the agenda? Our Signage Graphic Designers are fully versed with these rules and will ensure that every sign has that WOW factor, and will always be seen and found by customers.

When considering building signage here are four basic rules that you should NEVER break.

RULE 1: Contrast

As much as possible, avoid everything being alike on your design. By incorporating contrast, you tell the audience's eyes where to look. Contrast can be created in many ways. Size – vary the size of the

text and/or imagery in a big way! Colour – Use colours that stand out on each other eg. black text on yellow stands out greater than any other combination of colours. Then yellow on black; followed by black on white. Font – change the font of that word or message or phrase that needs to stand out. Then make it bigger and change the colour too. But don't choose funky fonts. Simple is best.

RULE 2: Alignment

Alignment states that everything on the page is placed on purpose and everything is visually connected to something else. Bringing all the elements together into one cohesive unit is critical. When you either align to the right or the left with text, you create a strong vertical edge. This edge helps your eyes know what is included in the design. Challenge the norm and avoid aligning anything in

the centre. Try it! It works!

RULE 3. Repetition

Repetition shows up in good design in many ways. Sometimes it is seen in colour. Pick a colour scheme and stick with it throughout the design, repeating the same colour in a variety of places, especially in places that are all similar. Repetition also comes in handy with pictures.

RULE 4. Proximity

This rule is about organization. Proximity says that related items should be grouped together. Grouping similar items together, while separating items that are not similar, create visual cues. And leave enough space – reduce clutter so that interpreting your signage is easy.



GREAT BUILDING SIGNAGE IS TRANSFORMATIVE

Whether you need inspiration, design assistance or help managing a new building signage project, the team at Signs & Lines can take your building signage from drab to fab! Our service includes creating an integrated plan that will boost brand awareness and enhance your professional image.

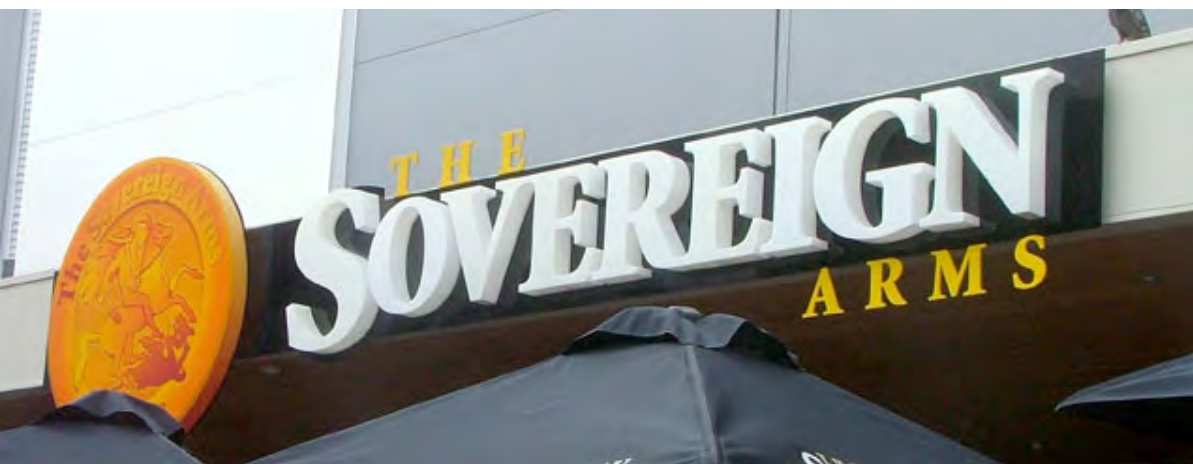
Make the most of your building canvas – whether with static or digital signage – and use this space to engage, capture and generate a return on investment with digital signage technology.

Talk to the team at Signs & Lines today.

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