

THE SIGNS NOW GUIDE TO SCHOOL SIGNAGE BUDGETS

We know, from experience, that before a school can buy signs you must first get a budget for the expenditure.

The challenge you face is that, very often, you may never have bought a sign before and you will have no idea of cost, design, available options, or lead times.

We hope this guide will provide some illumination.

THE SIGNS

Every sign is unique but most of them are a variation on a theme and we are able to categorise the signs as follows:-



School Post & Panel



School Wall Signs



School Monolith



School Fascia Signs



School Internal Sign



School Poster Cases



School Signage Letters



School Wall Art



School Banners



School Fingerposts

DESIGN OF THE SIGN

There was a time - not so long ago - when we had a severe limitation on the colours and designs we could offer our customers. However, in recent years Signs Now has invested heavily in new equipment technology which allows us to replicate almost any colour and design you would like. The world is your oyster!

So do not worry about the limitations but do think about these factors:

- MESSAGE** what is the message you want to convey?
(the words, a graphic, a photo, etc.)
- PURPOSE** what is the purpose of the sign?
(directional, warning, advice, rules, welcoming, etc.)
- IMPRESSION** what impression do you want to convey to the viewer?
(fun loving, aspirational, achieving, serious, etc.)
- AUDIENCE** who will see your sign?
(students, staff, visitors, parents, etc.)
- SIZE** from what distance will people view your sign?
(size of sign, size of text, choice of font, etc.)
- ATTENTION** how do you capture their attention?
(choice of colours, a picture rather than words, etc.)

You are not the first person to ever face this challenge. Take a look at our galleries on the website and see how other people have addressed these issues.

[Home](#) » [Schools Galleries](#)

Schools Galleries

Post & Panel Signs (Delta Deluxe)



COSTS

Generally, in our experience, signs do not cost as much as most people think. Most of our school clients are pleasantly surprised - though not all of them!

We try to make it easy for you to choose the sign that best suits your budget.

There are 1001 ways to make any sign and the cost can vary widely across the spectrum of this choice.

We have nothing to be afraid of and we are the only school sign company to publish our prices in a catalogue and on our website. Take a look



The Basic Wall Sign is the simplest and cheapest internal sign that we offer.

It is made from a plastic material - Foamex.

Letters and graphics are printed on to vinyl and then stuck on to the face of the foamex.

The sign is face fixed on to a wall or door as required.

We can make the signs to whatever dimensions you require. The price guide below provides you with some illustrative sizes and prices.

Sizes Available Tab	Spec / Data Sheet	Colours Available	Add-Ons Available
Product Code	Size (HxW) in mm		Price (ex VAT)
IB 01	50 x 250		£11.39
IB 04	50 x 400		£12.23
IB 05	75 x 250		£12.09
IB 10	75 x 600		£15.01

Within each category we like to provide you with options varying from "basic" to "standard" all the way up to "de luxe"

DURABILITY

Take care for the sign industry, like many trades, does include a some entrepreneurs who will try to give you the lowest price but at a low quality and a short life.

You get what you pay for.

PEACE OF MIND

Again we ask you to take care. Here are some useful questions that a professional sign maker would not be afraid of?

Do your staff have CRB clearance?

Does your company carry at least £5million public liability insurance?

What health and safety schemes are you accredited for?

Are your installers trained on the use of cable detection equipment?

What references can you provide for the quality of your work?

THE SIGNS NOW SURVEYOR

We recognise that our customers need the benefit of our expertise and experience.

Where practicable we prefer to send a Signs Now Surveyor to look at your premises and to talk to you face to face. He can also show you sign samples, material swatches, colour samples, photos and more besides.

We employ 8 sign surveyors who have over 100 years of sign surveying experience between them - covering over 500 schools and over 100 colleges.

At head office we operate an internal sales department staffed by 4 very experienced people. You can phone them or email them and they will be happy to oblige.