



A Guide to Shop Signs

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This simple guide is designed to help you consider issues you need to address when buying new retail shop signs.

As well as your main fascia sign you could also consider the use of:

- window graphics
- a projecting sign (illuminated or not)
- a pavement A-board sign
- a pvc banner
- lighting

Before buying signs, you need to bear in mind some of the following considerations on the next page.



Some basic rules & things to consider

- Your outdoor signage is important because it's what gets customers in the door — the largest hurdle to beginning a relationship with a potential customer. Exterior signage is the first impression customers have of your business.
- Your signs need to do more than simply announce who you are; they need to draw in customers and make them want something from you. Effective signage may encourage people who have passed your store many times before to finally give it a chance and cross your threshold.
- When designing your shopfront, it's important to consider how easy it will be to see your business from across the street or from a moving car or bike. So, the size of text on your shopfront signs must be readable from a distance.
- **Use contrasting colours;** The contrast between the colour of the text that you use and the background, along with the font you choose, will affect your sign's readability.
- **Keep it simple.** Use the five second rule when drafting sign copy: if your sign can't be read in 5 seconds, it needs to be shortened. Keep the information clear and concise for maximum impact.
- **Approach your wordage like a journalist.** A driving principle of print journalism states that “the punch-line matters.” Keep this in mind while you write your sign out.
- **Follow the industry signage formula.** A good sign's content will follow a simple message hierarchy: headline, explanatory text, and finally, a call to action – or put another way ‘Who you are, What you do & How to get hold of you’.
- **Set goals for your signs.** Every sign needs a call to action, and that call to action should be your goal. If your goal is to attract customers for a weekend sale, you need to tell them when, where, how, and why they should come by. If you are looking to entice people into your shop then it needs to be visually attractive, stimulate a desire and be informative.
- Having considered all this, let's now see some examples of the different types of signs you can have

Main Fascia Sign

There are several options available depending on budgets & whether your business is open in the evenings & requires illumination.

Fascia signs can be completely flat panels, can be made into neater box trays, or for larger signs can be 'Flex-face' signs, all seen right.

With the first two options you can incorporate raised flat-cut or built-up individual letters & logos as seen below. These individual letters can also be fixed directly onto a building doing away with the need for an actual fascia (if building is suitable).



Built-up letters & logo



Flat-cut letters



Flat face-fixed fascia sign



40mm deep box tray sign with no visible face fixings



A single-skin 'Flex-face' sign suitable for larger signs

Illuminated Fascia Signs

You can choose to light your fascia sign or letters internally (lights inside your sign or letters) or externally (with a trough light above).



Fascia sign with individual built up letters that each have lighting inside them which 'halo-light' back onto the fascia.



'Fret-cut' illuminated fascia sign, day & night. Only the lettering you choose illuminates, not the whole face.



An acrylic face with complete illumination inside a lightbox



Fascia sign, or in this case individual letters illuminated from above with a trough light.

Projecting Signs

These are very useful for getting your business noticed. Because they project out from your building, they enable someone to see your shop from further away.

Different types are available and can be illuminated.



Fixed projecting boxed sign that can be 'fret-cut' & illuminated from within as seen on right



Traditional swing sign with message both sides. Can have a light above to illuminate each side as seen right



Projecting lightbox whereby the whole face illuminates both sides.

Window graphics

A useful addition to any business to get you noticed, provide extra information on your services or offers, provide privacy or just to add a finishing touch to any shop front.

These can be words, logos, can include photos or simply just be decorative. They can be bold, colourful or a more subtle 'etched' look.



Eye-catching bold graphics to get you noticed



Information combined with bold colours & images & to provide privacy



Silver etch graphics provide a more subtle, smart appearance

Pavement signs & Banners

As well as the key signs outlined already, you may also like the idea of a pavement freestanding A-board, or a banner to promote offers or grab attention. Banners can be fixed flat to walls or can project out from the building.

With A-board signs, you may have a permanent message, or you can have one whereby you insert offers, menus, etc.



A series of A boards with fixed messages



Large flat building banner above left used to detail events. The 4 projecting banners above right are very eye-catching & detail this company's skills.



Above left board has a header panel for the business name, & below a clear cover enables poster insertion. Above right is a swing A board to grab attention as it swings – good for strong winds.



Hopefully, this simple guide has been helpful in starting to look at your new business signs.

We at Signs Now have been a supplier of quality signs to 1000's of business across the UK for over 20 years. We have a great deal of experience in all aspects of design, manufacture & installation. We can help you with your sign requirements whether ones you see in this guide of lots of other types of signs we can supply. Please contact us to discuss.







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