

What Signs Does A Business Really Need?



Signs come in all sorts of different shapes and sizes. They're used for all sorts of different things too – from providing information to promoting events or just raising awareness. But it's all too easy to fall into the trap of thinking signs are just for retail businesses, or don't have any real use in your company. But that's not true! There are many different types of signage, and each fulfils a different function depending on the needs of your business.

Still, it can be difficult to work out what type of signs your business actually needs, so we're going to start you off with a few ideas today. But first...

Why Are Signs So Important?

Signs are often the first introduction a customer has to your business, and they might only see it for a few seconds. In that time, you need to be able to put across what your business does, and why someone should investigate you further. Great signage creates a memorable experience for your customers and helps them remember you when they next need your services. They also allow you to communicate key information clearly and effectively, increase visibility for your brand and give you a competitive advantage. They can even boost your sales if put in the right places! So even if you think your business doesn't need signs, we urge you to think again.

However, we do know that not every business needs every type of sign, so here are a few key signs that most businesses will need.

Fascia Signs

Fascia is one of the most common types of signage for businesses. The fascia is the main sign above the front door of your building, and will usually showcase your name and/or logo. The design and presentation of a fascia sign can make a big difference in how customers and visitors think about the business. This can be influenced by the fonts, colours, and imagery used – as well as other factors such as the materials chosen and the quality of the manufacturing. You'd be surprised just how much of a difference that can make!



Safety Signage

Remember that signage isn't always about marketing. It's also about conveying important information quickly, which is essential in safety signage. As a business owner, you have a legal obligation to install some type of safety signage in your workplace if you employ other people. That might seem extreme, but think about it for a second. A few examples of safety signage you see every day include:

- Marking emergency escape routes

- Fire extinguishers
- Labelling first aid kits
- Reminding staff about food hygiene practices
- Hand washing signs
- ‘Mind the step’
- ‘Low ceiling’
- ‘No smoking’
- Escalator warnings

And so on. Safety signage keeps your staff and visitors to your premises safe, and covers you from a legal perspective if something were to go wrong.



Window Graphics

Of course, it's not just above the door that can carry signage. You can make use of pretty much any and all walls and windows, both inside and out, to create an attractive display. Wide-format printed decals can be used to create large-scale artwork and branding, adding imagery

and colour to different surfaces around your premises. This type of signage can create a really striking design effect that customers are sure to remember. It's a great way to stand out from the crowd, or inform passers-by about products, offers and promotions in a way they can't ignore.



Illuminated Signs

Finally, if you're looking to give your business an all-night presence, or just add a touch of luxury, then investing in illuminated signs is a great way to go. Since the days of old-school power-guzzling neon signs are in the past, illuminated signs can be a cost-effective way of attracting new visitors to your business. A glowing sign can help visitors find your businesses even in the middle of the night, as well as making you more visitable during bad weather like heavy fog or the good old British rain.



At [Signwrite Studios](#) we're always happy to discuss your unique business needs and help you decide what types of signage you need. With years of experience in designing, supplying and fitting a wide range of signage solutions, we guarantee we can equip your business with the right signage. If you'd like to know more, [just get in touch with the team today.](#)

