



Why does a business need signage?

When starting a business, one of the key visual elements you should consider, following your branding design, is creating an attractive sign for your business. Signs are not only useful tools but they can also become a visual and inanimate salesperson for your business. There are a lot of benefits in utilising signage, and Chris Joseph from Small Business, tells us why.

Importance Signs can be an essential component of a business's overall marketing strategy. A sign that contains the company's logo can help reinforce its brand. Signs are also used to draw attention to promotions and to convey information about the business. Because an exterior sign is visible 24 hours a day, 365 days a year, its exposure is prominent and continuous.

Perks Signs can be a great investment when it comes to marketing. It's the most common method used to reaching thousands of potential customers, and the most cost-effective in comparison to other forms of advertising, such as radio, television and newspapers.

Types There are a variety of different types of signs that can be used indoors and outdoors. Exterior signs help draw attention and differentiate landmarks and locations. Interior signs help customers locate merchandise, advertise a promotion and can lead to impulse purchases when added to special displays. Signs can also be ground-mounted or building-mounted and are available in a range of different shapes and sizes. It's important to choose the right dimensions to cater to the messaging you want to display and in the space that is available.

Need a couple of signs for your business? We can help you with an attention-grabbing design that would be perfect for wherever you intend to use it.

07710299560

www.sprintcmyk.co.uk

SIGNAGE PT.1



SPrintCMYK



So why types of signage do we offer?

Outdoor Building Signage

This can be to suit any budget;

Flat signage - made from Aluminium Composite, long lasting and great for those on a tight budget. Available with a full digital print or cut text

Cut out letters and shapes - Custom cut letters and shapes to form logo's which can either be double sided taped onto aluminium composite or fixed with stand off's to give a 3D type of effect. (not currently produced in-house)

Tray Signage - Tray signs are a perfect way to hide fixings that would usually appear on the front of a sign and leave a nice clean finish. This can be used with the Cut out letters and shapes to form a high quality sign or even with 3D built up letters with LED fixings to match big brands like Costa and KFC etc.. (not currently produced in-house)

Window or Wall Vinyl - Perfect for those with no room for a sign or for those on a budget, we use cut vinyl or digitally print and apply ourselves!

Banners - highest quality PVC with a full print or cut vinyl depending on the requirements.

Post Mounted Signage

This option is for those whose buildings are hidden but you are allowed to put a sign onto a post, we also have an external company who fit posts as well if this is required.

For this option you can choose any of the building signage (not the window or wall vinyl) and adapt them (depending on the size) we simply stick channels to the rear of the signs for fixing to the post, for large signs these would need to be rivetted before the print or vinyl is applied.

Vehicle Graphics

Magnetic signs - Perfect for those who want to advertise their business but need to remove the graphics for whatever reason

Signwriting - We offer an option to suit any budget. Basic - Cut Vinyl Graphics in a variety of colours, this gives a long lasting colour which lasts years! If your logo can't be cut out of vinyl because there are too many colours that's not a problem either.. we can simply Digitally Print and cut that element. Premium - this can vary from a partial vehicle wrap to a full colour printed wrap using only the highest quality print materials. For signwriting we have a unit we can use but if you do as well or you can't get to us we will come to you! (option not available for full vehicle wrap)

07710299560

www.sprintcmyk.co.uk



SPrintCMYK

SIGNAGE PT.2