

TIPS AND TRICKS TO CREATING THE MOST EFFECTIVE SIGNS FOR MARKETING

By Phil White, Signarama Limerick

Business owners often make the mistake that any sign is better than no sign. But in today's world, advertisements are everywhere. It is easy for ads to get lost in the clutter. If you apply these principles and carefully plan out your signs, you are one step closer to success. Designing the right graphics can be tricky. That is why we are giving you a breakdown of tips and tricks to creating effective signs for marketing.

Tip #1: Keep it Simple.

The old cliché is still true that less is usually more. Simplicity is at the heart of designing successful and effective advertisements. Well designed, minimalist signs are often better at:

Grabbing attention; Keeping attention; Making an impact; Being memorable.

The following are steps you can take to make your sign simple:

1 — Bare necessities: Ask yourself if each element is absolutely necessary? Can your sign work without it? Throughout the conception and design, you should analyze whether each part is essential to the ad.

This should be a continuous process to weed out any unnecessary clutter.

2 — Quality over quantity: Instead of spending time on hundreds of elements, focus on a few and do them well. A few brilliant features will have much more impact than a mishmash of poorly defined ones. Try to make every small detail the best that it can be.

3 — Be clever: Simple ads often stand out because they are smart. The designers find a way to do as much as possible with as little as possible. This is the time to get creative.

Keeping it simple can be a challenge. But it can have massive payoffs.

Tip #2: Color Coding.

Never underestimate the importance of color when you are designing a sign. Research has shown that this can have a significant impact on our moods and our responses to advertisements. This is why you should select a color palette that matches the message of the sign. For example, green is associated with health and nature. So, this is often a go-to color for healthy foods or products.

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Effective Signs for Marketing

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Don't make the mistake of using colors that are too similar. Writing can quickly become lost against the background of the ad. So, you need to use color carefully to create a contrast. If your branding uses specific colors, you should try to focus on them. Include them somewhere on the sign where they will be visible.

Tip #3: Easy to Read.

We have all seen those signs which are virtually impossible to read. No matter how hard you try, you just can't make out the words. This isn't only frustrating to the audience. It can turn into a marketing disaster. Different factors influence whether you can read a sign or not. The following are the primary ones:

Font: It's essential to use a well thought out professional font on your sign. You don't want to use one with too much ornamentation. The focus should be on finding a font that is simple and legible.

Size: The typeface needs to be large enough to read. You shouldn't need to squint. The words might look great up close but be impossible to make out once it is up.

Spacing: You should pay attention to spacing. The closer letters are to each other, the harder they are to read.

Number of words: It is not only about the font and size but also about the number of words. Signs are much more difficult to read if there are too many words. People don't want to spend too much time reading. So, try to keep it as concise as possible.

Contrast: The color of the writing should stand out against its background.

Tip #4: Think Big.

Another vital feature of creating an effective sign is to look at its size. You need to consider its dimensions carefully. People often forget that the sign needs to be visible from a distance. Details of signs often get lost if you see them from far away.

To find the appropriate size for your sign, you need to have an idea of where you want to place it. Yes, you can just scale up dimensions for different spots, but this won't necessarily always work. It usually works best to tailor-make the sign.

Imagine a sign on a building. It has to be seen from the ground, from the building across the road and sometimes from even farther away. The dimensions of these boards are usually set out to serve this particular purpose.

Remember that size is even more critical in locations where the audience has limited time to look. For example, signs on the highway should be much larger, and the audience needs to understand its message much quicker. The general rule of thumb is that the bigger it is, the higher the chance that it will be noticed.

Tip #5: Brand it.

Effective signs, like other forms of advertising, are an extension of your brand. Therefore, it needs to reflect this in some way. The key is that the audience should be able to recognize your brand immediately. Promotions often only hold people's attention for a little while. If they can recognize your brand, people are more likely to act on the sign, whether it is promoting a product, service, or event.

Keep in mind that you don't have to include every aspect of your brand. The following are examples of features that you can use from your brand: Color palette; The font you use.

If your logo is well known, you can include it. But otherwise, it might take up too much space.

Branding is a central part of your business identity. It is essential that you create a coherent brand that portrays your message.

The design team at Signarama Limerick can help with all your sign design needs.