

# 10 top tips to think about when producing signs for your business.

1. **Clarity and Simplicity:** Keep your message concise and easy to understand. Use clear fonts and avoid clutter to ensure your sign is instantly readable.
2. **Visibility and Legibility:** Choose colors and fonts that offer high contrast and legibility, even from a distance. Ensure the text is large enough to be read from the intended viewing distance.
3. **Branding Consistency:** Maintain consistent branding elements, such as colors, logo, and fonts, to strengthen brand recognition and create a cohesive visual identity.
4. **Message Focus:** Your sign should communicate a specific message or call to action. Make sure your content is relevant to your target audience and aligns with your business goals.
5. **Location Consideration:** Analyze the placement of your sign. Consider factors like traffic flow, angles, and obstacles to ensure optimal visibility from various viewpoints.



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**6. Material Quality:** Choose durable materials that can withstand weather conditions and remain in good condition over time. High-quality materials also enhance the professional appearance of your sign.

**7. Whitespace Utilization:** Don't overcrowd your sign with text or images. Effective use of whitespace helps draw attention to your message and makes the sign more visually appealing.

**8. Contrasting Backgrounds:** Ensure your sign's background color contrasts well with the text and graphics. This enhances readability and ensures your message stands out.

**9. Call to Action:** Encourage engagement by incorporating a clear call to action, such as "Visit Us Today" or "Call Now," to prompt potential customers to take the next step.

**10. Regular Maintenance:** Periodically inspect and maintain your signs to ensure they remain in good condition. Faded or damaged signs can give a negative impression of your business.

Remember, the goal of your business sign is to capture attention, communicate your message effectively, and leave a positive impression on potential customers. By keeping these tips in mind, you can create signs that effectively promote your business and contribute to its success.

For help in choosing the right sign for your business call The Sussex Sign Company on 01273 424900 or email [sales@sussexsigns.com](mailto:sales@sussexsigns.com) [www.sussexsigns.com](http://www.sussexsigns.com).



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