

Business Signage: Important Questions to Ask

If you're a business owner or just thinking about taking on the role, you've probably already considered what kind of signage would be best for your organisation. Maybe you're wondering if acrylic or metal signage will work better in your space? Maybe there's only so much budget to spend on a sign because you need to stock up on inventory instead? Whatever your question is, we've got an answer! Here are questions that every business owner should ask themselves before making important signage decisions.

What will your business signage be made of?

The material of your business signage is a major factor in determining the cost and longevity of your sign. Options include:

Metal signs

Wood signs

Plastic signs

Vinyl signs

Each material has its own benefits and drawbacks. For example, metal is a durable choice that can withstand weathering, vandalism, or other damage pretty well. The cost will vary depending on what type of metal you choose (aluminum vs. stainless steel) but generally speaking it's going to be more expensive than other materials such as wood or vinyl.

The type of sign you choose can make a big difference in how your business is perceived by customers. Some materials are more durable than others, and some are cheaper than others. Depending on the type of signage your business needs, there might be certain limitations on what kinds of signs are available in certain materials. Here are some questions to ask yourself:

How long do I expect my sign to last?

If it's outdoors and exposed to weather, will it need to be replaced frequently?

Will it be installed indoors or outdoors?



What kind of lighting is available around where the sign will go up?

How much money am I willing to spend on this project?

Is there room for me in my budget for custom work or something made from higher-quality materials that might add value down the road (like aluminum versus plastic)?

How do you want your signage to look at night?

In addition to asking about the materials used to make the sign, it's also important to ask about how you want your signage to look in the dark. For example, do you want neon signs? Or would luminous paint be more effective for your space?

Some of the most common nighttime signs are made from LEDs (light emitting diodes), which allows them to be bright enough for people driving by at night but doesn't require a lot of power like traditional lights do.

What's your budget?

It's important to set a budget before you start shopping around. Don't be afraid to spend more if it's worth it, but make sure you have some sort of idea of what your financial obligations are and what kind of budget you can work within.

If you're not sure what your maximum price is, talk to a professional signage company and ask for comparative costs. They will know from experience how much businesses typically spend on their signage investment—and may even have suggestions for ways that could save you money without sacrificing quality or effectiveness!