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THINGS YOU MAY NEED TO UPDATE ON YOUR SIGNS

By Phil White, Signarama Limerick

Change is the only constant. It can be difficult to keep up with everything when you are running a business. And in the process, the condition of your business signs might fall along the wayside.

Depending on the specifics, a sign can last quite a while. You can benefit from a well-made sign for years to come before you will need to replace it.

Damage and age aren't the only reasons to make changes to your signage. Read on for a guide to what you need to update on your signs as soon as you can.

When is it time to update your signs?

New brand identity: More likely than not, your company will grow and evolve. Because of this, your brand's identity will probably change too. Your signs should reflect this. Consistency is a critical part of effective branding. Your brand includes the following features: colors, logo, business name, slogan, and font.

Your Sign Is Not attracting customers:

Overall, the primary goal of promotional signage is to gain new business. You want to increase your profits by increasing sales of your products or services. That's why you must make some changes if they are no longer serving this purpose.

Wear and tear: Signs are the face of your business. They are the first thing that most potential customers will see about your company. Therefore, as a direct representation of your business, you must keep it in tip-top shape, or else it can reflect poorly on your business. First impressions are important. If your signage has been damaged, it is time to replace it. This is the perfect opportunity to make any necessary updates.

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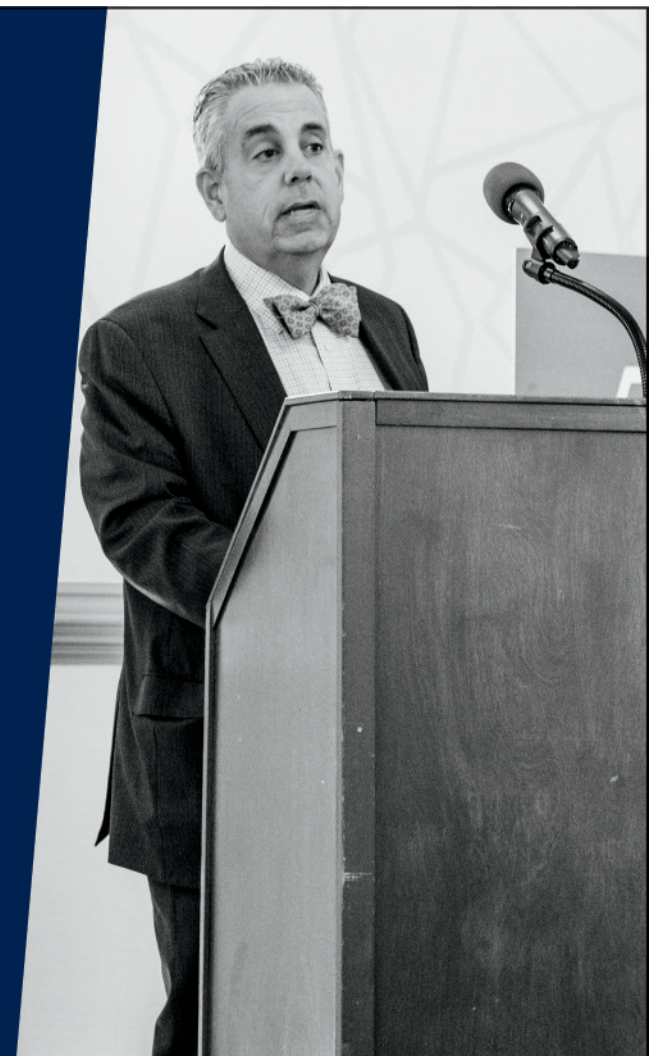
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Here are some of the updates you should consider changing.

Outdated elements: What was in style five years ago, usually isn't anymore today. That's why it can be a great idea to review your designs every few years to see how they are holding up. You will also want to make sure that elements of your signs haven't become clichéd. Unfortunately, some features like fonts might become so overused that they lose their impact.

New products or services: One of the things that often change is the products or services that companies offer. It can be an excellent idea to change your signage to reflect this. These updates will be particularly impactful if the new item is high in demand. Of course, this will also be an essential update for a business like a restaurant that might seasonally change most of their offerings.

Trading information: This update is critical. No one can see into the future, so, you might not have foreseen the upcoming changes to your business when you created your signs. Two of the most common changes are to your business hours and address. In both these cases, outdated information can directly cost you business. Therefore, you must update this as soon as possible.

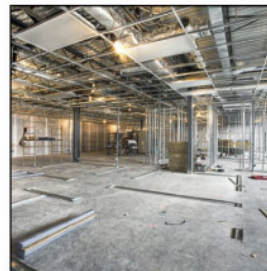
Be friendly and clear: In many ways, people have more access to your business than ever before. Your business should show that you are welcoming to everyone. Or, if you aren't able to accommodate everyone, that should be clear as well – without being discriminating. Check your signs for any unfriendly language or graphics. If you cater to families and those with disabilities, say so. If your business (for example, a retirement facility) only serves senior citizens, make sure your signs say so clearly, but in a friendly manner.

Your contact information: In the super-competitive world of business, the smallest detail can cost you. One example is having outdated contact information on your signage. Customers are unlikely to follow up if they struggle to reach you so you must update your signs if any of your communication channels aren't in use anymore. You should also make changes if you've added some new ways for your customers to contact you. For example, did you create a Facebook page? Does your business have a new online store? There are more and more opportunities to communicate with existing and potential clients. This can lead to a significant increase in business if you give them different ways to engage with you.

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Rebranding: As we've said, one of the key reasons to update your signs is if you have updated your business' visual brand identity. You need to keep your branding consistent across all your platforms.

Overall, it will make your company and your promotions much more memorable. And your customers will be able to recognize your signs at a glance. In the end, your signs will usually be more attractive and eye-catching, thanks to the rebrand. Remember that this needs to include all the aspects of your branding like the color scheme, logo, slogan, etc.

Stay current: Some days it seems that the world is changing at a rapidly increasing pace. It is all you can do to keep up. But it's crucial for your business that you try to stay on track. This counts for your signs too. One update you may need to make involves smoking and vaping. Your business will probably have the appropriate signs to prevent smoking in certain areas. However, you may need to change them to refer to vaping and e-cigarettes specifically.

Lighting: Another crucial element that you should think about updating is lighting. First, the light bulbs may have

faded, or some of them might no longer be working. Unfortunately, this will mean that your sign will be less visible. But it can also seriously detract from its overall appeal.

Secondly, you might want to change the type of illumination that you use. In the past, most fabricators made their products with neon tubing. However, now we mostly use LED lighting. They are more energy-efficient and require less maintenance. So, you might want to make the switch.

On the other hand, your signage might not have any illumination at all. In this case, you might want to add some lighting. It will not only help you attract more attention throughout the day and night but can help enhance its appearance too.

Optimize your signage: The point of all these updates is to get the best out of your signs. You want them to be as effective as possible. They should help you get more business, not lose any. That's why you want to build and maintain a good working relationship with your sign company. Undoubtedly, we can help you keep your signage in excellent shape.