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Business Signs Are As Old As History

Do you have a favorite billboard or business sign? Perhaps it's something you see every day as you commute to work. Perhaps it's an outdoor sign advertising a beverage company, cell phone company, vitamins or even candies. Perhaps it's a sign hanging above a shop for glasses repair shop or a diner.



Business signs have been around for thousands of years. Think of a cobbler advertising his services in ancient Greece. Or a blacksmith working in the Middle Ages. Or who could forget Shakespeare's "The Merchant of Venice". Of course, that merchant who lived and worked in Venice had a sign above his shop's entryway advertising his business. Right?

As long as there have been businesses there have been business signs.



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Why has this form of advertising lasted so long? Because it works. Creating a good clear business sign not only brands your business making it unique and memorable, but also lets people know about your services or wares. The strength of a good business sign is to reach thousands of people that see it and convert them into clients or customers for that business.

A business sign is a way to convey the "personality" of a business. At it's most effective, the passerby will understand in a quick glance not only what the business does or sells, but also the "feeling" of the business. Is this business directed at children, serious business people, ladies, pets, etc? Is this an important financial institution or a fun candy shop targeting families? The design elements that convey this feeling is created by the choice of font style, colors, and also imagery.

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