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Custom Business Signs Are An Extension Of Your Business

You've seen this common scenario in countless movies and television shows - there's an old, creepy house in the neighborhood that all the local kids believe to be haunted. They believe this because the house is isolated, dark, and in poor condition. The kids all dare each other to go up to the house, and one brave, though pressured, soul finally inches up towards the door. The door mysteriously opens to reveal a kind, yet lonely old widow who can no longer keep up with her large family home. The kids and the widow all become friends. Does your building resemble the widow's home, dark and uninviting? If so, consider a new custom sign.



Sure, we can all act like we don't make snap judgments based on initial appearances, but who among us doesn't feel a little wary upon entering a building that looks like people have never seen the inside? Not that your business is spooky looking, but it may also just look



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unprofessional or even a tad dingy on the outside. Even if your business is in an industrial area with a bland, metal building, a custom business sign can give your business a makeover that takes your entrance from overlooked to noticeable. And if people have an initial positive feeling about your business based on your custom business sign, then those positive feelings will generally continue throughout their business dealings with you.

Custom Signs With Color Can Improve Your Whole Building's Appearance

If your business is housed in an unattractive building, you're not alone. After considering many factors, such as affordability, location, layout of interior, you have chosen the best building possible for your business. Sadly, no one asked you to design the exterior. Fortunately, it doesn't take much to improve it. A decorator once said the best exterior makeover you could give your home is simply to paint your front door. You could take her advice, but we recommend going a step further and installing a new custom business sign with eye popping color.

Color does wonders for the human eye - not only are we drawn to it, we tend to associate things with it, making color a memory trigger. Consider bold, contrasting colors for your custom signage. Your custom business sign could use at least two colors, as market research has indicated that people remember custom business signs that use two colors better than those that use just one. Also, I mentioned contrast, this is extremely important in ensuring that your custom business sign doesn't fade into the background. Contrast, or using dark graphics on a light background or vice versa, allows your graphics to stand out and be read and remembered by passing motorists and future customers. Bold, vivid colors in your custom business sign also give your building a fresh, inviting look, as though something new and exciting is going on behind your doors. So think about what colors best represent your type of business and choose at least a couple for your custom business sign.

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