



## When is it Time to Update Your Indoor & Outdoor Signage?

If you think it might be time to upgrade your indoor and outdoor signs just ask yourself some questions. Do they look good? Are they falling apart or not lighting properly? Or are they still looking fresh and new even after you've cleaned them?

You might need to consider changing them if they have visible problems. When it comes to your business' indoor and outdoor signs, it's important to keep them well-maintained and updated after a few years and we are here to help you with that. We manufacture all different types of indoor and outdoor signs including: Channel Letters, Custom Logos, Contour Channels, Reverse channels, Front/Back Lit, Self-Contained and Cabinet Signs. Just call 800-544-6381 for a FREE custom quote.



Your signage is one of the most important factors when it comes to attracting customers. If you are looking to bring in new customers, a fresh sign with a new look may just be the key. People are drawn to businesses with great signage. Your sign says a lot about your business and how it will stand out against a competitor. This is why it's important to update your business' signs.

So, how do you know when it's time to update your business' indoor and outdoor signs?



*Here are some things to consider:*

**Your old sign is damaged, broken or not lighting properly**

If your sign is broken or damaged, customers are more likely to look at your business in a negative light. Paint chipping, damage from weather, missing parts etc. are all clear indications that your sign needs updating.



**Your signs are old-fashioned and outdated**

If your signs seem dull or boring compared to the signs around it, it may be time for an upgrade. Outdated signs can leave a negative impression on your business causing customers to walk or drive on by. Modern-day designs are a great way to stand out against other competitors and are well worth the re-design if it attracts more customers.



#### **You haven't changed your sign since you bought it**

Starting a business can be costly but if you've never changed your sign since the day you started, an upgrade is definitely something to consider. Having a new sign shows your commitment to keeping your business nicely maintained and updated and that you are wanting to grow.



#### **Budgeted Signs**

Your sign is the first thing your customer sees. If it appears to be cheap with a tacky logo, you may not attract many customers. Customers may take it as a sign to not take the business seriously. Having a well-done, well-designed sign is a great investment.



#### **Your sign just doesn't work for your business**

Signs typically tell what a business is all about. If your sign just doesn't work for your business you won't attract customers. A poorly designed sign can hurt your business and drive customers away. Make sure your sign has a clear message about your business so customers know what kind of business they are walking into.

Don't let outdated or damaged signage ruin your chances of attracting customers. We can help update your signs! Just give us a call at 800-544-6381 for a FREE quote with 1-hour turnaround.