

# Does Your Sign Really Tell The Story?



• Tsawwassen Shopping Centre



Before



• Illuminate Restorante



Before



• Ocean Park Shopping Centre



Before



• Drink Urban Lounge



Before

One of the most important points to consider when putting together your business strategy is to ensure that your signage tells the true story of what is taking place inside your business!

Too often a business owner, whether it be a restaurant, retail store or other venture, will spend countless hours and dollars, making sure that every possible detail is perfect within the walls of the business enterprise. In many of these cases the signage is left out of the equation and while there is a prosperous, efficient business running inside, the signage tells another story.

In our website photo gallery, are photos of two establishments, Illuminate Restorante and Drink Urban Lounge, which highlight how the exterior of your business should give passersby a strong indication of the experience that they can expect when they walk through your doors. Both of these businesses provide a high end experience, and the design and materials chosen to be used in their signage displays reflect this. The choice of materials (in these cases copper sheet was used extensively) and colors play an important role in this process.

**Put yourself in the shoes of a potential customer and go out front and take a walk or a drive past your business and ask yourself the question; Does my sign tell the story?**

**You might be surprised!**

## Questions to Ask Yourself

- Have traffic patterns changed in front of my business since my sign was erected?
- Has my business itself changed since the sign was installed? Is my message the same as it was then?
- Has my client profile changed since the sign was installed?
- Does my sign really tell the story?

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