

Signage instructions

Here are a few signs that I've done. We'll put them on the outside of our building every month or two. It's important to keep things fresh & new.

These signs are about 4' tall by 12' wide, so they're readable from about 50' out, which is right where our drive by traffic is. Luckily, we have a curve and a speed bump right there, so they're driving slowly at this point.

You can see we've tried a variety of things, each usually holiday based (so with a naturally occurring deadline). We tried to use headlines, doodles, testimonials, pics and an offer throughout the ads.

The mothers' day banner is light on text due to the large image. The curved arrow on the valentine one points towards our front door. The waxing one for summer we tried some comedy to break it up a bit... got a few guys in too. The Christmas one grabs attention with our holiday dog and shows off the benefit of buy a gift certificate from us.

...I like images that are looking at the viewer. If I had a handwritten font that was more legible, I'd use that more as well (the waxing one is leaning this way).

“Who loves ya?”

-Christopher