



Retail Signage

The usage of signs in your establishment can make you or break your image with your customers

1. City Bylaws.

Be aware of the hierarchies when installing a signage program in your store as they might be different from jurisdiction to jurisdiction.



2. Position of Signage

(a) Directional Signs: Signs hanging close to the ceilings are normally in the direction of the signs.

(b) Departmental/ Categorical Signs: Those found 6 feet to 9 feet high are departmental or categorical signs.

(c) Product Signs: Product information, price, point of purchase or shelf talkers are those located 6 feet and below.

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Follow the signs

3. Type of Signage

(a) General Product Signs

Signs that feature general information about the product including name and price may increase sales up to 24% over items without signs. (Sonja Larsen, Signs That Sell, Insignia Systems Inc. 1991)

(b) Specific Product Signs.

Signs that include specific product information aside from product name and price may increase sales up to 49% over items without signs. (Sonja Larsen, Signs That Sell, Insignia Systems Inc. 1991)

4. Impulse buys:

The use of signs can increase impulse buys and incidences of multiple sales – they act as your silent sellers to the customer at all times.

5. Multiple sell

Use signs to multiple sell for you. For example, "3 for \$21".

6. Influence of signs

Signs can influence customers to buy now by reminding them of their needs and wants.

7. Graphic Standards

Ensure that the design, colours and font used on the signs are consistent to your store's retail image and identity otherwise customers might become confused and annoyed.



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