

SIGN GUIDE

TIPS TO GETTING IT RIGHT

How can I be sure that I am getting what I need...

I need a new sign, vehicle graphic, exhibition stand. How do I make sure I get what I want and need at the right price?

What is the purpose of the project? What should the qualities be? Who or what is it for? What are the benefits that are to be communicated? It's all about information. Get the brief right, be clear about what you want.

Purpose.

What are you trying to achieve? Maybe you are trying to attract business, you may need to provide information, you may need to guide. You may be legally required to inform, warn or instruct. You might be telling the world of your loved ones imminent birthday written on a sheet tied to some railings. Whatever the purpose of the project it needs to be clearly defined so that the result is of benefit both to you, your business and to your audience.

Who?

You need to be clear; who is the target? Adult or children. The public at large or business people. Natives or tourists. Workforce or visitors. This will have an impact on the type of sign you need, type of material we use, the style and design.

Style – Size – Substrate

Design for purpose. Design is paramount to how the project is perceived. How the colours and the choice of typeface work, how it all hangs together. All this needs to be worked through at the design stage to make sure there are no costly errors. Paper proofs, prototypes and models would be of benefit on a large branding project: however proofing is the key at all stages,

no matter how large (or small) the job may be - from the initial idea or concept through development of detail to final artworks.

Durability

A paper banner will last the day at an annual fete. An engraved stone will last a lifetime. There are so many substrates to work with; so many effects can be produced. The project needs to be fit for purpose and be right for you. You can read more on the 'materials' page on our web site.

Installation

Where? The design and choice of material will have to be considered in relation to positioning. Does it need to be permanent or will it be moved every day? Is it to be fixed on a wall next to the sea or will you have a display on a counter in a shopping centre.

Cost

Value for money, fit for purpose and affordable; however most of the time, as we all know deep down, you get exactly what you pay for...

In the end there is no substitute for talking things through. At JTP Signmakers this is free and comes with no pressure, promise.

Call us on 0800 7316532 and see what we can do for you.

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