



MAIL BOXES ETC.[®]
#PeoplePossible

Male
Age 29

Female
Age 35

Female
Age 23



5 questions to consider when designing your sign.

There's a lot to consider when planning a sign for your business.

We cover 5 important questions you need to ask yourself before you start designing.

1 Purpose

Is the purpose of the sign promotional, directional, informational or regulatory?

You will also have to consider:

- How big does the sign need to be?
- Will the sign be indoors or outdoors?
- How long will the sign remain current?

Answering these questions will set you on the right path to what type of sign you will need. But wait, there's more...

2 Location

Where will the sign be located?

Deciding where the sign will be located will answer a couple of the questions raised above.

Eg. - If it's a promotional sign, such as a business name/logo for a storefront, it will be reasonably large and need to be suitable for the outdoors.

The type of material you would use for an outdoor or indoor sign can differ, so deciding on the location early is a good idea.

3 Demographic

Who is the sign aimed at?

When you're designing your sign, keep in my mind who you want the sign to 'speak to'.

You may want to consider the following demographic groups when designing your sign - age, gender, income, religion/race/nationality, and education. It could help you get your message across in a positive, respectful and more meaningful way.

4 Text or Graphics

How do I want to get my message across?

Thinking of your audience, you need to decide the easiest way for them to take in the information. It could be with just text, simple graphics or icons, or a combination of both could do the trick.

Depending on the purpose, location and demographic of your sign, it will lead you to the perfect balance of the use of text and graphics.

5 Cost

What will it cost to design, construct and install?

There's no easy answer to this, but if you have answered questions 1 - 4 and have a clear idea of what you are hoping to achieve, then you're on the right path.

There are several options available to suit what you want to have and what your budget and/or timeline allows.

Talk to one of our staff at your local **MBE store** for more information and advice. They'll be glad to answer any questions you may have.

For further information or design advice, contact your local MBE store.



www.mbe.com.au

Let's make business happen!