

# SIGNAGE

Signage, graphics and collateral materials are important selling tools. An appealing, concise and clear visual identity system works at many levels:

It takes the guesswork out of navigating the retail environment, by helping direct customers toward specific products, and giving them the spatial context and breadth of choices and categories available.

Signage provides basic information about a product, and in some cases, tells its story. It carries messages and graphics that might motivate customer spending. Signage is often a customer's first contact in a retail area, it provides an overall cohesiveness to a brand.

There are many types of signage and graphic applications. They come in different shapes and materials depending on their purpose. You can stick, hang, mount or display signs in different places throughout your retail area.

