

# How to Improve Your Sign

Pretty signs can be pretty deceiving. A sign needs to multitask. **It has to attract attention.** It also **needs to be easy to read from a distance** and be able to **offer compelling information.** In the images below, the “pretty” sign with the white background and colored text in Times New Roman font is pleasing to the eye close up, but as you move away, the pretty sign’s thin line font disappears into the white background, making it hard to read. Take a close look at the capital letter **F**. Notice how the lines thin out as they get closer to the trunk of the letter. But thanks to **BLUE HIGHWAY FONT**, the “good” sign is one that can be read from a distance on a cloudy or a sunny day without needing to be turned on. The “better” sign works the same as the good sign, but thanks to an inexpensive add-on, it now informs passersby there is a drive-thru available. The “best” sign does the job of the better sign, but thanks to the companion marquee sign, it now informs customers this is a store focused on helping those looking for sugar-free products.

Improving your sign can be done with budgets in mind. The first step is to replace the insert with a new acrylic, Plexiglas, or lexan plastic. An online quote for two 36 x 60” lexan impact-resistant acrylic sign faces is \$477.38 each, for total of \$954.76, shipping included ([www.thesignchef.com](http://www.thesignchef.com)). For less than \$1,000, you can have a new and improved sign. The next step is adding a drive-thru sign. The price of an add-on drive-thru sign can vary on the size, how it is mounted, if it is lit, and if it is single- or double-sided. The last step is to install a marquee sign. Marquee signs come in all sizes, shapes, and mounts and can even be purchased in a back-lit model. A basic 36 x 72” one-side unlit marquee sign can be found for around \$400.

Your sign displays your store’s name. You know you have a good name – make sure you have a good sign.



Pretty

Good

Better

Best

-- Gabe Trahan, NCPA Senior Director of Store Operations and Marketing  
NCPA’s Front-End Overhaul