



# WHY SIGNAGE MATTERS

**STAND OUT ON THE HIGH STREET  
WITH FPL SIGNS**



152

2012



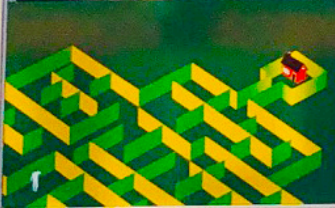
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# INTRODUCTION

**Discover the essentials of why signage and branding matter and how you can stand out on the high street amongst the competition.**

This booklet explores how effective signage and branding strategies boost business and how the varied solutions FPL Signs provides can help you. Learn how FPL Signs and their one-stop signage solutions can bring your project to life and increase brand awareness - from design creation to project installation.



# THE IMPORTANCE OF SIGNAGE IN RETAIL

**Since the lockdowns, retail shops have struggled to keep up with consumer preferences and stay relevant. First impressions matter, and the same goes for shop fronts.**

With over 76%<sup>1</sup> of customers entering a new store based purely on its appearance, clarity and visibility in signage is crucial. Shockingly, 68%<sup>1</sup> of consumers made purchase decisions based on how signage caught their interest, making it a worthwhile investment to the future success of your business.

## **BE CLEAR**


A clear, visible, and recognisable brand image is essential for standing out and attracting attention. This creates lasting impressions and increases footfall. Remarkably, 68%<sup>2</sup> of consumers decide to make purchases based on the appeal of signage, highlighting the significant return on investment that quality signage can provide for the long-term success of your business.

## **BE INVITING**

Signage not only covers brand identity but also includes navigation and direction, which are critical components of any environment. Ensuring overall efficiency and making your retail area a welcoming place helps customers find what they are looking for and can help you make a sale. FPL Signs offers external and internal signage solutions, wayfinding, vehicle graphics, temporary signage, and more.

# BRANDING YOUR BUSINESS

## AND WHY IT MATTERS



Certain imagery and colours are synonymous with specific brands, making them instantly recognisable; Golden arches? McDonald's.

The Swoosh? Nike.

That purple? Cadbury

These global giants have leveraged strong branding to achieve their status, and you can apply these principles to your retail space too.

At FPL Signs, we can assist in creating the unique brand aesthetic you deserve. Recognisable and bold branding will help you stand out on a busy high street while building a sense of **professionalism and credibility**.



Whether you know exactly what you want or need guidance, our in-house design specialists can bring your brand image to life, ensuring consistency across all locations and types of signage. We are here to keep your business unified, powerful, and ready to expand when needed.

# THE IMPORTANCE OF HEALTH AND SAFETY SIGNAGE

A fresh, bold shop front is beneficial for improving business, but it's equally important to ensure your health and safety signage is up to scratch. Studies show that 40%<sup>3</sup> of workplace accidents are reduced with the implementation of safety signage, clearly identifying potential hazards. This leads to a positive working environment and fewer compensation claims. FPL Signs offers a wide range of health and safety signage to encourage a culture of care, awareness, and caution.







**IT'S MORE THAN JUST A SIGN**

**TYPES OF SIGNAGE WE CAN  
SEAMLESSLY INTEGRATE  
INTO YOUR BUSINESS**

**The world of branding signage solutions is limitless.** At FPL Signs we take pride in our teams 20+ years of experience to stay ahead of the curve to find new and innovative solutions for your retail space.

# OUR INTERNAL AND EXTERNAL BUILDING SIGNAGE SOLUTIONS INCLUDE (BUT ARE NOT LIMITED TO)...



SHOP FRONTS  
& OFFICES



WINDOW  
SIGNAGE



HOARDING &  
BUILDING WRAPS

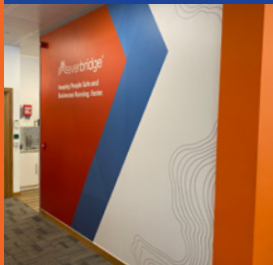


TOTEMS & FREE  
STANDING SIGNS



INTERIOR/EXTERIOR  
WAYFINDING

WALL GRAPHICS



POINT OF SALE



HEALTH & SAFETY



TEMPORARY SIGNS  
AND BANNERS



PROMOTIONAL  
EYE-CATCHERS



**DID YOU KNOW?**

**50%**  
OF CONSUMERS ARE  
**PUT OFF**  
BECAUSE OF  
**BAD**  
**SIGNAGE**

It's true, surprisingly 50%<sup>4</sup> of consumers are deterred from entering new shops due to bad signage, on the other hand an average of 60%<sup>4</sup> of businesses reported an increased footfall due to new and updated signage.

## **SIGNAGE FAVOURITES**

To help footfall, FPL Signs offers a wide variety of signage features and materials to help you stand out as much or little as you want.

**GLOSS, MATTE &  
WOOD EFFECT**



**BRUSHED METAL**



**METALLIC**



With seemingly unending possibilities, signage can promote the essence of your brand, appealing to your target audience and ultimately contributing to your success.

Designs can be tailored precisely to support or build your brand and can be created to perfectly fit available space and take advantage of opportunities to boost brand awareness.

**NEON LIT**



**ILLUMINATED**



**FLAT CUT ACRYLIC**



**3D BUILT UP SIGNAGE**



**DIGITAL PRINTED VINYL**



# HOW FPL SIGNS HELPED IN THIS SUCCESS STORY:



**Hoops Velo**, now close partners with FPL Signs, started as a single cycle shop and has grown to three branches, with a fourth on the way. Their rapid expansion is attributed not only to their hard work and dedication but also to their standout, recognisable brand image, which has enhanced their professionalism and visibility.

At FPL Signs, we have developed straightforward systems to help create or reinforce your brand image and support your growth seamlessly. We specialise in sourcing specific brand assets like signature colours, ensuring business consistency and future-proofing your brand.



### For Hoops Velo FPL Signs designed, manufactured and installed:

- *Aluminium composite shop fascias, with a matte finish*
- *Vinyl wall graphics*
- *Vinyl window graphics*
- *3D built up lettering*
- *Illumined backlit lettering*

# VEHICLE BRANDING

Whether your business needs a one-off branded vehicle for its daily commute or deliveries, or whether you need a whole fleet of vans or HGVs. It is no mystery that vehicle branding is the perfect rolling advertisement, strengthening your brand image wherever you are.

Here are some examples of how you can take advantage of this untapped opportunity...



**FROM FULL WRAPS TO SIMPLE DECALS...  
AND EVERYTHING IN BETWEEN**







# SERVICES



## CONSULTATION

Embark on your signage journey with FPL Signs. Our expert consultations ensure impactful designs tailored to your needs to benefit your brand and environment.



## DESIGN, QUOTE AND SITE SURVEY

Our in-house designers and estimators ensure you have your design and budget arranged before commitment, making sure you have full transparency on project information.



## **PROJECT MANAGEMENT**

Our dedicated Project Managers oversee every project, ensuring timely delivery, quality and seamless coordination. We bridge your vision to reality ensuring attention to detail and client satisfaction.



## **MANUFACTURE & INSTALLATION**

Our skilled installation team has a wealth of experience and all the necessary tools required for them to bring the designs to reality, guaranteeing a visible impact to effectively convey your message to your target market.

# STANDARDS

Standards are important at every step, one way FPL Signs keeps on top of quality at every level is with certification, meaning you can be assured of our working practices including digital security with our newly awarded Cyber Essentials Certification.



# SUSTAINABILITY

**At FPL Signs, we keep sustainability at the heart of our operations.**

We have established a comprehensive Sustainability Programme, reflecting our deep commitment to the environment and future generations.



HP Latex Inks



Solar Powered  
Buildings



Reduce Reuse Recycle



Ecologi.com



EV Fleet



Environmental Standard  
ISO 14001

# IN CONCLUSION

Effective signage and cohesive branding are essential components of a successful business strategy. They play a crucial role in shaping your customers' experience and perception of your brand. Strong branding fosters familiarity, which in turn builds customer loyalty.

## KEY ASPECTS OF SIGNAGE TO CONSIDER INCLUDE:

**Decorative Signage:** Build atmosphere and enhance the overall shopping experience with decorative signage.

**Health and Safety (H&S) Signage:** Ensure the safety of your customers and staff with clear, effective health and safety signs.

**Custom Point of Sale (POS) Displays:** Appeal to customer interests with custom POS displays that highlight promotions and special offers.

**Wayfinding Signs:** Direct and inform customers about special offers or guide them to specific areas within your business.

**Each of these elements not only enhances your brand visibility but also aims to drive sales.**

Discover the impact that professional signage and branding can have on your business and how you can stand out on the high street. Partnering with experts like FPL Signs ensures a tailored solution that will elevate your retail environment with professional and impactful signage.



Contact FPL Signs today for your  
**FREE consultation,  
design and quote.**

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to customise our expertise to your  
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to offer great customer service.

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and discount scheme and offer  
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email: **office@fplsigns.co.uk**

References compiled June 24:

<sup>1</sup> FedEx Office, "What's Your Sign?". <sup>2</sup> International Labour Organization. <sup>3</sup> Pelago Health. <sup>4</sup> Broadsign Guide on Outdoor Advertising.

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COMPANIES WHO  
HAVE WORKED WITH  
FPL SIGNS**



**SUBARU**



**CITROËN**



**Bolt**



*Hoops*



**LONGLEAT**



The logo for FPL Signs .co.uk is displayed within a blue rounded rectangle. The text 'FPL Signs' is in white, with 'FPL' in a smaller font size and 'Signs' in a larger, bold font. Below 'Signs' is '.co.uk' in a smaller font. The logo is set against a white background with orange decorative elements on the left and bottom.

**GIVE US A SHOUT...**

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