

## **8 Must have Signage for your Business in Waldorf, Maryland**

There's no arguing that getting your business noticed is essential. That's why it's critical to get the most out of any marketing campaign with signage. If you have a business, you can connect with a Sign Company in Waldorf, Maryland. Here are the top 8 signage options you should be considering for your next sign investment:

### **Business Signs**

Business Signs let customers know what products and services a company offers. These are best suitable for those who are starting a new business or branching out into new markets. Sign boards are also used for advertising products and services on sale at a particular time.

Traditional outdoor sign boards are usually made from wood and painted directly on the wood with paint. Modern sign boards use various materials like aluminum, plastic, laminated wood and acrylic boards with digital prints affixed to them.

The message on the sign board is usually short and concise because it needs to be readable from a distance and must stick in the customer's mind long enough for them to remember it later when they need that type of product again.

### **Dimensional Letters Signs**

Dimensional sign letters are three-dimensional letters made of acrylic or metal that are individually mounted to the wall. They can be mounted flush with the wall or raised on clear spacers. Dimensional letters and other 3D signage can benefit your business because the possibilities are endless. Dimensional lettering and signs can help any business or organization gain an advantage or stand out more.

You need to know how to use your 3D sign to get the most out of it. Think of three-dimensional signs as guerrilla advertising that uses the element of surprise to make it more effective.

If you want to hang 3D letters inside, you can put them where they will cast shadows from natural light, making them stand out more. This can be an excellent way to use letters to show people how to get around a building.

### **Backlit Signs**

Backlit signs are large format color graphics illuminated from behind by a light source. These signs are used for advertising businesses (primarily by LED lights today). In addition, there are many indoor applications for backlit sign graphics, such as in shopping malls, trade shows, kiosks, and airport displays.

Your business will gain from placing a striking backlit graphic in front of an illuminated back, producing outstanding results. Your audience will notice your signs if they are backlit. Custom backlit signs with eye-catching graphics give your business a competitive edge.

### **Acrylic Signs**

Acrylic sign boards are used for business logos, glossy posters displaying the company's goods and services, as well as for hanging signs, promotional sale signs, and direction signs. They have a stylish finish, are made of premium cast acrylic, and are waterproof and weatherproof.

Transparent, opaque, and router-cut variations of acrylic signs are produced. Since acrylic material allows light to pass through, it is creatively used in signage to create light effects like smudge, smoothness, and clarity.

### **Lobby Signs**

Every type of business or organization can profit from using lobby signs. For example, lobby signs are a great way to better use plain, bare walls in your entrance or reception areas. Use lobby signs to welcome customers and let them know who you are rather than bare walls or unremarkable artwork.

Lobby signs are a necessary and wise investment for conveying a sense of professionalism, improving your branding, and welcoming your customers.

### **Wall Displays**

Wall displays can be of various types. For example, you can show off your company history with a timeline that complements your office décor. In addition, you can display your company's values, mission and goals on the wall. Wall displays can be printed frames or digital elements put together.

### **Retail Point-of-Purchase Signs (POP Signs)**

Point-of-purchase displays, also known as POP displays, are promotional displays used in stores to draw customers' attention to specific products and ultimately result in a sale. Point-of-purchase displays are printed or digital displays placed near advertised items and where customers make purchases. POP displays, as opposed to marketing campaigns designed to get customers into stores, focus on customers' in-store experience by drawing attention to specific brands or special offers.

### **Wayfinding Signs**

Any sign that provides direction is considered wayfinding signage. They exist to assist customers in finding their way without the need for lengthy explanations or complicated maps. Customers should be able to find their destination easily with signs guiding them along the way.

### **Conclusion**

When it comes to print, signage and marketing materials, you want to ensure your business communicates its message clearly and effectively to your customers and clients. [Heritage Printing, Signs & Displays](#) is a renowned Sign Company in Waldorf, Maryland, that provides businesses with all the print, signage and marketing materials.

[Contact](#) Heritage Printing, Signs & Displays today at (202) 609-9761 and Get a Quote for signs and display. We eagerly await your response!