

Consideration Factors for Buying a Digital Sign



Sign Content Commitment: ensure you have someone to create the content and be able to manage the content.



Sign Permission: check that your sign will actually be allowed in a certain location and if the sign can be used for your intended purposes. Contact us if you need help.

Color or Monochrome: for advertising purposes it is recommended to go with a full color digital sign, while for safety purposes you may require a monochrome sign.

Sign Location: one of the most important factors is sign location. Your goal is to reach the desired audience at the right height and size so that it is legible and easily visible.

Target Audience: think about who you are trying to target with your digital sign. Will they drive by, or walk by? Will they be more responsive to images or words?

Decision Making: decide which department or who will be using the sign. Get them involved from the beginning, and try to make the decision an organizational decision.

Design: make sure your new digital sign matches your design and keeps in line with your brand and how you want your customers to perceive your product or service.

780.686.8604

**TECHNO
SIGNZ** The word 'TECHNO' is stacked above 'SIGNZ'. To the right of 'SIGNZ' are three circular icons: a '3G' signal icon, a Wi-Fi signal icon, and a smartphone icon.

TechnoSignz.ca