

Wow! What Was That Sign All About?

In a land of typical signs a lot of squares and rectangles you have probably noticed some signs with new and interesting shapes. These new forms are being used by more businesses to get their messages out into the minds of customers, even in people just passing by in cars. The shapes separate them from other business marketing tools out there. In the minds of customers, they are working.

It's Important to Make Your Business Stand Out

Your business is always competing for attention from customers, so you need to make sure you are working toward that goal. Not being unique will put you in danger of losing your message. With a unique sign, you are in the fight for customers. If they look at your business, they may work with you or suggest you to friends. If you set yourself apart compared to mundane signs, will are working in the right direction for your business. Unique Signs Have Many Designs to Choose From

What does a business owner have to choose from when it comes to unique and interesting signs? If you want a specific task done by signs, consider these options:

- Denver A Frame Sign – One of the top of the line options. It looks good at a special event or a business gathering whether it is inside your store promoting a sale or outside promoting your name.
- Expandesign – One of the best for portability and easy storage. You can take this sign with you anywhere. A good solution for an on-the-go business.
- Teardrop flags – A popular choice for promoting an outdoor or sporting event. This is a good sign for directing customers where they need to go.
- Telescoping signs – The movement of these signs when they're outside is hard for customers to ignore. The attention will bring business.
- Wind wings – Another of the best for grabbing someone's eye as they pass by and bringing them in. Don't Overdo it Unique signs are such because they don't get lost among others.

While they might have you excited, you won't want to buy too many. That will muddle the message you try to give customers. Decide which ones work for you the best and get those. You can always add to them or pick a different shape later. Only you know what will work best for your business.

About the Author

This article is provided by ExpandASignUSA, based in Denver, Colorado (ExpandASignUSA.com). Expandesign is a supplier of high quality indoor and [outdoor signage](#) products designed to enhance branding. They specialize in lightweight portable advertising displays. They create products for portable tradeshow displays, advertising displays, point-of-sale promotions and [Denver event signs](#).

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