

Durable and Stylish Building Signs for Every Business



As much as the building of your office or establishment tells so much about the positioning of your brand, your building signs do too. Building signs are like the ribbons on your wrap that can either make or break the final look of your presents.

In this blog, we'll help you establish the best brand positioning by making the most durable and stylish building signs!

Let's Talk About Durability: Materials and Installation Matter

Durability is non-negotiable when it comes to custom building signs. Your sign is an investment, and choosing the right materials and installation methods ensures it withstands the elements while maintaining its aesthetic appeal. Here's what to consider:

Top Material Choices for Longevity

- Aluminum: Lightweight, rust-resistant, and perfect for [outdoor building signs](#).
- Acrylic: A sleek, polished look with high durability against weather conditions.
- High-density urethane (HDU): A cost-effective alternative to wood that resists cracking and warping.
- Stainless Steel: Offers a modern and sophisticated look with excellent durability.
- Channel Letters with LED Illumination: Ensures visibility day and night with energy-efficient lighting.
- PVC (Polyvinyl Chloride): A budget-friendly and weather-resistant option for lightweight signage.

Installation Methods for Maximum Stability

- Wall-Mounted Signs: Ideal for storefronts, ensuring maximum visibility.
- Monument Signs: Ground-level signs that offer a strong presence at entrances.
- Blade Signs: Extends perpendicular to the building for high visibility.
- Backlit Signs: Enhances nighttime visibility with LED illumination.
- Pylon Signs: Tall, freestanding structures perfect for businesses looking for maximum exposure.
- Hanging Signs: Suspended from an overhead structure, adding a charming and unique appeal.

Choosing the right combination of materials and installation techniques guarantees that your custom building signage remains a powerful branding tool for years to come.

Incorporating Style and Branding

Style is just as important as durability. A well-designed [custom sign](#) not only aligns with your brand identity but also draws in customers. When crafting custom building signs, consider these essential design elements:

Key Questions to Shape Your Sign's Style

- What's your brand palette? Colors should match your existing branding for consistency.
- What fonts represent your brand best? A sleek sans-serif font may suit a modern business, while a serif font may enhance a classic aesthetic.
- How large should your signage be? It should be visible from a distance without overwhelming the facade.
- Does your local zoning code have restrictions? Compliance ensures you avoid fines and revisions.

To stand out, your custom building signage should be a seamless blend of aesthetic appeal and practical design.

Design Your Building Signage With Artisan Signworks

The right building signs ultimately depend on how you want your audience to perceive your brand. Do you want something bold and illuminated to make an impact at night? Or do you prefer an elegant, minimalist sign that conveys sophistication?

If you're still unsure, Artisan Signworks is here to help! Our team of digital artisans specializes in designing and crafting custom building signs tailored to your business needs. Best of all, our consultations are free!

[Contact us today](#), and let's build something iconic together!

