

What is signage and what is its purpose?

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We see signage every single day – they’re an essential part of life. Drive down the street and you’ll be confronted with road signs indicating which speed to drive at or directions to the nearest town. In the workplace, you’ll discover health and safety signs littered here, there and everywhere. Pop to town for groceries and you’ll notice that shop signage is plentiful, detailing opening hours plus displays of discounts and deals. In fact, even the infamous golden arches of McDonalds can be considered signage!

Signage meaning

So, what exactly is signage? Signage is generally defined as any kind of graphic display intended to convey information to an audience.

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What is the purpose of signage?

Typically, signage tends to serve a few common purposes: to promote, identify, provide information, give directions or to raise safety awareness. Allow us to expand:

1) Advertising & Marketing

Firstly, signs are often used for advertising and marketing by companies or organisations. While *advertising hoardings* (<https://octink.com/hoardings/advertising-hoardings/>) may initially present themselves as the obvious solution for companies, there are other signs that can be used for this purpose. Other *outdoor signage* (<https://octink.com/signage/outdoor-signage/>) solutions and *building wraps* (<https://octink.com/display-graphics/building-wraps/>) are an alternative and successful way to advertise a brand. Wide format printing has progressed to a point where large vivid outdoor prints can be put almost anywhere!

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2) Entice Customers

Relatedly, retail signs & shop signs (both inside and out) can attract business to a company. Also, to entice customers from the outside, *window displays* (<https://octink.com/display-graphics/window-displays/>) can be successful at creating curiosity and encouraging customers to venture inside. Business signs let people know they're in the right place. More importantly, if the sign maker has put quality of production centre in their thinking, business signage can create a great first impression of your business before a single door has been opened or greeting made.

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3) Recognition

Quite simply, signs are often designed to help individuals recognise or identify a place or brand. For instance, signs help us to identify which restroom to use. In terms of brand identity, Coca-Cola and Starbucks have become instantly over the years, and recognisable high street signs as part of their marketing strategy. Chains and franchises will use similar shop fronts to build brand recognition throughout their locations.

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4) Wayfinding & Directional Signs

Directional signs are necessary for vast locations such as shopping malls, hospitals and corporations. With these building signs, visitors or customers are less likely to get lost which helps to avoid a situation that could reflect badly on the business. Directional signage can also be useful for large scale outdoor events such as festivals or places where there are multiple buildings or entrances.

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5) Health & Safety Signs

Health and safety signs are one of the main means of communicating health and safety information. They can be found in places such as workplaces, nurseries, schools and offices. Signs provide information and warnings about hazards or threats which are essential to safety.

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6) Appearance

Finally, not all signage necessarily serves an overt purpose! Sometimes a sign may be used simply to enhance the overall appearance of a space or its surroundings. We've even created signage using wall murals – with no objectives of advertising.

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Here at Octink we have unrivalled experience of producing all kinds of signage work for companies and organisations. Past projects include Olympic rings for London 2012, building signage in Soho and corporate sign branding at London Ambulance's HQ. Further to this we are experts in sign design and produce bespoke signage solutions, *advertising hoardings* (<https://octink.com/hoardings/advertising-hoardings/>) and *building wraps* (<https://octink.com/display-graphics/building-wraps/>). In addition, you can see what our clients say about our work in these fields **here** (<https://uk.trustspot.io/store/Octink>). Finally, please **Contact us** (<https://octink.com/contact/>) today to discover more about our diverse range of signage solutions.

by Octink in [Latest News \(https://octink.com/category/about-octink/\)](https://octink.com/category/about-octink/)

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(<https://octink.com/advertising-hoardings-faq/>)

July 31st, 2019

Advertising Hoardings FAQ: All Your Questions Answered (<https://octink.com/advertising-hoardings-faq/>)

by Octink in Hoardings (<https://octink.com/category/hoardings/>)

We're masters at printing and installing outdoor advertising hoardings for construction sites. Accordingly, we've gathered a wealth of knowledge and can answer just about most questions that people have asked along the way! So to help you out, we've collated [...]

Read (<https://octink.com/advertising-hoardings-faq/>)

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(<https://octink.com/towards-the-new-norm-mapping-a-new-customer-journey-for-uk-housebuilders/>)

June 7th, 2020

Towards the new norm – mapping a new customer journey for UK housebuilders (<https://octink.com/towards-the-new-norm-mapping-a-new-customer-journey-for-uk-housebuilders/>)

by Octink in Latest News (<https://octink.com/category/about-octink/>)

As the pace at which the construction sector begins its return to work increases, the UK's top housebuilders in particular are reviewing their customer journeys and considering how they need to adapt to become covid secure. How to keep both [...]

Read (<https://octink.com/towards-the-new-norm-mapping-a-new-customer-journey-for-uk-housebuilders/>)

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(<https://octink.com/what-are-advertising-boards-what-are-their-purpose/>)

November 13th, 2019

What Are Advertising Boards & What Are Their Purpose? (<https://octink.com/what-are-advertising-boards-what-are-their-purpose/>)

by Octink in Display Graphics (<https://octink.com/category/display-graphics/>)

Advertising boards – or “A-boards” – are an integral part of outdoor advertising. Chances are if you’ve ever run a physical marketing campaign you will have used them already! This is because ‘advertising boards’ is a generic term for rigid [...]

Read (<https://octink.com/what-are-advertising-boards-what-are-their-purpose/>)

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(<https://octink.com/kerb-appeal-make-the-best-impression-with-site-presentation/>)

September 23rd, 2019

Kerb Appeal: Making the best impression (<https://octink.com/kerb-appeal-make-the-best-impression-with-site-presentation/>)

by Octink in Hoardings (<https://octink.com/category/hoardings/>)

Does your site or marketing suite have 'kerb appeal'? Today in an increasingly competitive 'new normal' landscape you only get one chance to make a good first impression and position your products or services above your competitors. What potential customers [...]

Read (<https://octink.com/kerb-appeal-make-the-best-impression-with-site-presentation/>)

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 (<https://www.instagram.com/octink>)

One on our home turf!
We created these #largeformat #buildingwraps for @ballymore who are busy with the #regenerating Brentford high-street!
#regeneration #brentford #octink #scaffoldwrap
#bannerwrap #printers #hometurf #highstreet #wideformat
#banners #installation #signage



 36 (<https://www.instagram.com/p/Bx0HmyIA11n/>)
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 (<https://www.instagram.com/octink>)

Last year we were asked to install decals on a boat rowed across the Atlantic Ocean! We researched wearing marine vinyl that could survive salt water. The @menofear (<https://www.instagram.com/menofear>) crossed the finish line last week after 47 days at sea. @combatstress (<https://www.instagram.com/combatstress>) and @bowelcanceruk (<https://www.instagram.com/bowelcanceruk>)



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