

Choosing between a sign and a poster

Under Sign and Poster products you will find some of the same print and finishing materials. There is a great deal of overlap in the appropriate uses for each so it is difficult to set hard rules on which to choose. You need to consider:

- Are people looking for the information you're presenting or do you want to convince them to read it?
- How will it fit into the surroundings?
- How close can people get to it?
- Will people glance at it and move on or is there detailed information to be studied?

The differences between the sign version and the poster version are print speed/quality, acceptable imperfections in the finished product, and price. A sign print could have printing and/or finishing imperfections visible at close to medium viewing distances but costs less than a poster. An ordinary person viewing the sign may notice them but the imperfections are not distracting and do not detract from the legibility of the sign.

Typically a sign is used when your target audience is looking for specific information, they'll read it and move on, and its "look and feel" is appropriate to its environment. Function (and budget) are more important than form.

A poster is the better choice if any of the sign requirements are not met or when presentation is important. For example, presentation is important if the content is something you are promoting or selling because you want the perceived quality of the poster to be up to the quality of your product.

If you have a project and are not sure whether to select a sign or a poster please call us at 480-894-1992 and we will be happy to help you make the best choice. But if you are in a hurry, a poster will always work as a sign so it is the safe choice!



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