

## Blue Pond Signs Releases Infographic on the Economic Value of Business Signs

Written by Australian Business

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### Signs

, a business sign manufacturing company based in the San Francisco Bay Area, has created an infographic analyzing the impact of incorporating business signage on local businesses by looking at the number of signs, types of signs and sign changes. To view the infographic titled, "Economic Value of Business Signage," please visit:

<http://www.bluepondsigns.com/economic-value-of-signs-infographic.html>

Blue Pond Signs works every day with clients to conceptualize, design, create and install a custom made business signage to present their brand beautifully. They manufacture business signs daily and are always interested in better understand the ROI (return on investment) from, and the financial impact of, business signs. In their infographic, Blue Pond Signs relied heavily on a recent study jointly conducted by the University of Cincinnati and the Economics Center that examines the impact of installing or displaying business signage on-premise. They used the data and results found in the study to create this infographic. You can find the full study here: <http://www.thesignagefoundation.org/Portals/0/A-16%20Evos%20NSREC%20Sign%20Study-final.pdf>

As shown on the infographic, most small companies have at least one business sign in the form of either a wall sign or pole sign, while most large companies have both. Furthermore, most businesses experience a notable financial impact to their sales and transaction volume by incorporating at least one business sign. Most businesses have made sign changes in the past five years such as increasing the number of signs, increasing sign sizes, enhancing signs and/or changing sign design.

Blue Pond Signs believes a first impression is important when a customer sees a company sign because it showcases the company's expertise, capability and relevance within moments. They strive to help business owners create a customized sign that will fit their needs, and they offer a variety of different types of signs.

### **About Blue Pond Signs**

Blue Pond Signs was originally known as West Coast SignWorks. They have over 35 years of experience custom designing and manufacturing high quality signs for businesses. They are

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located a few miles north of San Francisco and provide they offer their services throughout the United States and even internationally. They are also experts in creating monument signs, exterior and internal signs, sandblasted signs and much more.

To learn more or discuss about designing and creating a business sign visit this website: <http://www.bluepondsigns.com>  
or call 415.507.0447.