



INTERNATIONAL SIGN ASSOCIATION

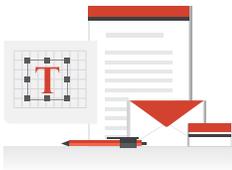
# Building Business in Architectural Signs

2016

Architectural signs are an important component of the overall sign, graphics and visual communications industry. They offer opportunities for companies to work together with architects, designers, brand managers and end user groups. We asked sign, graphics and visual communications professionals specifically about their work with the architectural signage sector of the industry. **Here's the picture.**

## Top 3 Areas of Growth

Branding Projects



Retail Stores  
(Independent & Franchise)

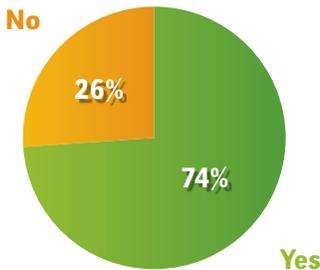


Banks & Credit Unions

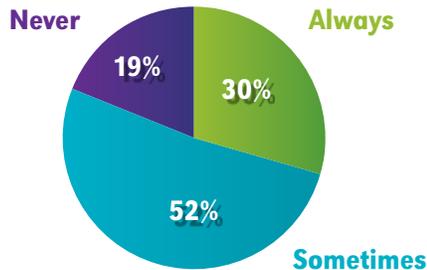


## Graphic designers get involved from concept to creation

Do you offer design/build services?



If you offer design services, do you charge potential clients for design drafts?



## Restaurants and Retail Stores are continually the biggest source of projects.

Which of the following types of projects do you work on?

2016



Restaurant



Retail

2015



Restaurant



Retail

2014



Restaurant



Retail

## Bridging the Gap

The ISA XDP program brings 50 cross-disciplinary professionals in experiential graphic design, architecture and brand management to network with sign companies and suppliers at the ISA Sign Expo.

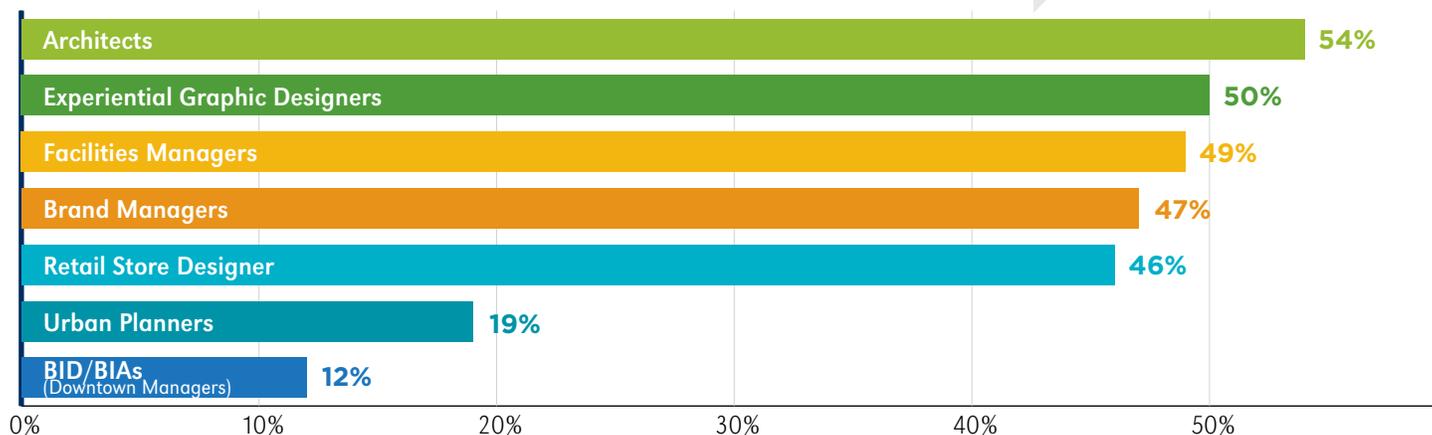
*Kuddos to ISA and the Sign Expo for bridging the gap between designers and sign fabricators by bringing us to a common place so we can educate each other and share commonalities.*

—Todd Hardin, focusEGD

## Networking can help your business

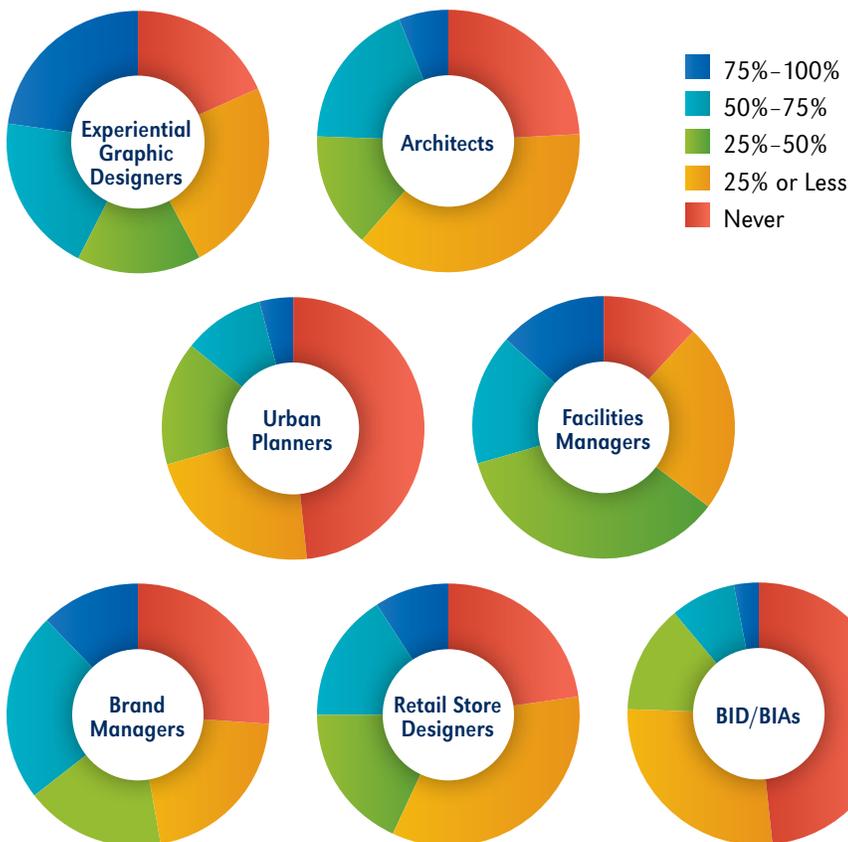
Would it help to have more interaction with: (check all that apply)

A desire to network with architects grew 12 percentage points since 2015

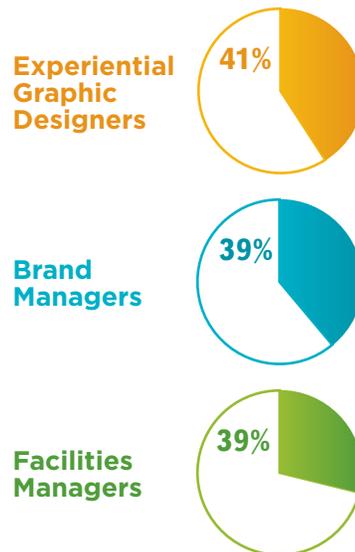


## Working Together

On what percentage of architectural projects do you work with the following professionals?



The type of professionals worked with the most based on the percentage of sign companies that collaborate with external professionals on at least half of their architectural projects.



Sources: ISA Architectural Signage Survey 2016, 2015

## Register for ISA International Sign Expo

At ISA International Sign Expo you can see the latest innovative products and make connections with other companies, architects, designers, suppliers and more! Register at [signexpo.org](http://signexpo.org)

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