BUILDING OPPORTUNITIES IN ARCHITECTURAL SIGNAGE

Learn more about how ISA supports the sign and visual communications industry by visiting www.signs.org.
What percentage of a sign shop’s business is in architectural signage?

- 25% or less: 25.6%
- 25-50%: 14.4%
- 75-100%: 15.9%
- None: 44.1%

For those who do architectural signage work, the fields are varied.

- Restaurants: 49.2%
- Retail stores (independent and franchise): 47.6%
- Corporations and lobbies: 41.1%
- Churches and houses of worship: 38.7%
- Downtown/main streets: 35.5%
- Shopping malls: 34.7%
- Academic institutions/campuses: 34.7%

What percentage of the fields do architectural signage work?

- 6 or more: 12.1%
- None: 19.4%

The relationship between a sign manufacturer and an architect, designer or facilities manager may be close, particularly if the sign shop works in certain sectors. For others, though, it remains an untapped opportunity.

Architects: 51.7%
Facilities Managers: 45%
Graphic Designers: 35.8%
Brand Managers: 35%
Urban Planners: 20%

Would like to network more

- Architects: 39.5%
- Facilities Managers: 29.4%
- Graphic Designers: 31.9%
- Brand Managers: 28.6%
- Urban Planners: 15.1%