



— A Practical Guide by ThinkTree —

25 Signage Mistakes That Make A Business Look Unprofessional

...and the one-line fix for each



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What you get from this guide

The 25 errors we see most often on Indian shopfronts and campuses, each with a quick fix you can apply before you spend a rupee on fabrication.

READ THIS FIRST

Bad signage rarely fails loudly. It just quietly tells customers you are careless, through a small logo, a peeling vinyl, a sign they can't read at night. Here are the 25 mistakes that do the most damage, and the fix for each.

The 25 mistakes

1. **Logo too small** - size it to be read from the road, not from the doorway.
 2. **Wrong material for outdoor use** - match material to sun, rain and dust, not to price alone.
 3. **Poor lighting** - plan brightness and uniformity, don't just 'add LEDs'.
 4. **Bad colour contrast** - dark text on light, or lit letters, never tone on tone.
 5. **Font unreadable from distance** - use bold, simple letterforms; test from across the road.
 6. **Too much text on the sign** - one main message; details go elsewhere.
 7. **No night visibility** - if you trade after dark, the sign must work after dark.
 8. **Cheap vinyl peeling** - use rated outdoor vinyl and proper lamination.
 9. **No maintenance access** - design so a module can be reached without dismantling.
 10. **Wrong installation height** - mount at natural eye and sight lines, not whatever was convenient.
 11. **Mixed design styles** - one font system, one colour set, one logo lockup everywhere.
 12. **Wrong arrow direction** - double-check every directional sign on site, not on paper.
 13. **No parking signage** - guide vehicles before they reach the gate.
 14. **Reception branding ignored** - the first wall a visitor sees should be the strongest.
 15. **Department signage missing** - people shouldn't have to ask their way twice.
 16. **Safety signage incomplete** - compliance is not optional and not ugly by default.
 17. **No brand consistency** - the gate, reception and washroom should feel like one brand.
 18. **Poor finishing** - clean edges and joints separate premium from cheap.
 19. **Low-quality LED modules** - the cheapest LEDs fail first and unevenly.
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- 20. **No waterproofing** - seal every outdoor joint and connector.
- 21. **No site measurement** - measure before you fabricate, never after.
- 22. **Wrong vendor selection** - judge on process and proof, not only on quote.
- 23. **Last-minute signage planning** - plan signage during civil work, not at handover.
- 24. **No technical documentation** - specs and drawings prevent disputes and rework.
- 25. **No post-installation checklist** - inspect before final payment, every single time.

YOUR NEXT STEP

Avoid all 25 in one review

Before you spend on signage, get a practical review.

Send ThinkTree your design or your current sign and we'll flag the mistakes that matter.

Talk to ThinkTree

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Share your site location, a rough size, and a photo of your current signage and ThinkTree will come back with a practical plan.