



SAVE ON SIGNAGE **WITHOUT LOOKING CHEAP**

Where to spend, where to save, and how to phase the rest

A practical budget guide for professional signage planning

ThinkTree

Professional Signage & Space Branding

www.thinktree.in

Save On Signage Without Looking Cheap

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What you get from this guide

A money map for your signage budget - so you cut cost in the places nobody notices and protect the few that actually drive footfall and trust.

THE REAL IDEA

Cheap signage and smart signage can cost the same amount of money - the difference is where the money lands. The goal is not to spend less everywhere. It is to spend generously on the few surfaces customers actually judge you by, and quietly economise on everything else.

Where businesses waste money

- Oversized signage placed where nobody looks
- Premium material used in low-impact, back-of-house areas
- The wrong lighting choice for the location
- Many small unplanned signs instead of a few deliberate ones
- Rework caused by poor site measurement
- Last-minute installation at premium rates
- No electrical planning during civil work, so it is broken open later

Where you must never compromise

Spend confidently here - this is what customers read as professional or amateur:

- Main entrance branding
 - Logo visibility from the road
 - LED quality and night visibility
 - Outdoor weatherproofing
 - Mounting safety
 - Brand colours and readability
 - Compliance and safety signage
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Smart ways to cut cost

- Use premium material only at high-visibility points
- Use economical material for back-office and utility areas
- Roll out indoor signage in planned phases
- Combine wayfinding and branding into single elements
- Standardise sizes so fabrication is efficient
- Choose modular systems you can update later
- Finalise the design fully before fabrication starts

Your phase-wise branding plan

Phase	What to do	Why now
Phase 1	Main visibility & all safety signage	First impression and compliance can't wait
Phase 2	Wayfinding and reception branding	Helps visitors and builds trust once footfall starts
Phase 3	Experience walls, culture & premium branding	Adds depth once the basics are earning their keep

YOUR NEXT STEP

Plan it phase-wise with ThinkTree

Share your site requirement and we will help you plan signage in phases that fit your budget.

You get the premium look where it counts - without paying premium everywhere.

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.
