

Igna Signs & Graphics Reveals Top Signage Trends in Retail for 2023

Transform your business by implementing one of 2023's top signage trends for retail businesses.



Chicago, Illinois Apr 14, 2023 ([IssueWire.com](https://www.issuewire.com)) - Here at Igna Signs & Graphics, we aim to build long-lasting relationships with our partners, ready to provide all your signage requirements and care about working within the community. Our passion is bringing your ideas and strategies to live meaningfully. We specialize in custom signs, indoor signs, outdoor signs, vehicle wraps, trade show supplies, banner

printing, and more. We don't succeed unless you do.

Have you taken the necessary action to implement this year's top signage trends yet? If not, we will tell you how to do so and what custom signs and graphics are essential to your business this year.

While signage is a fixed aspect of a business's marketing plan, there are custom sign trends that become popular each year. These trends give business owners the inside scoop on what attracts customers the most at that time.

As a local business, Igna Signs & Graphics is the one-stop Chicago sign shop for all your business's signage needs. We are equipped to create high-quality, unique signs and graphics that cater perfectly to your branding guidelines, customer preferences, and business objectives.

- **Coroplast Signs**

These lightweight, heat-proof, and water-proof signs are perfect for all outdoor uses, as they are ready for any kind of weather exposure. Using extremely tough corrugated plastic materials, they are budget-friendly and an excellent alternative to PVC. In addition to their durability, they are eye-catching and fun.

These [custom signs](#) can be created as temporary signage to promote events, sales, or exciting promotions. They can also be used as directional signage, which is perfect for guiding new or potential customers to your business.

- **Custom Decals**

As one of the most versatile forms of visual communication, vinyl decals are the best tool for your business. Is there a blank wall in your office that needs some color? Do you have company vehicles that are seen traveling all over the city?

Custom sign decals can be installed anywhere in your business that will benefit from a creative display. Custom decals are essential because they easily encompass your brand's image, while simultaneously transforming your business into an inspiring workspace.

- **Hanging Signs**

One area of a business, either outdoor or indoor, that is rarely considered prime sign real estate is the ceiling. By hanging a sign from the ceiling, you gain promotional exposure without taking up any valuable floor space.

With an unobstructed view, customers will be able to see your business's advertising from up close and afar. Step out of your comfort zone and invest in hanging signs to take your business's signage to a higher level. Literally!

Choosing Igna Signs & Graphics for Your Business Signage Needs

At [Igna Signs & Graphics](#), we strive to be the Chicago sign store that works with our Chicago clients as partners, fostering a relationship based on trust and mutual understanding. As a family-owned, local business, our goal is to provide your business with custom signs and graphics that best fit your needs.

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Source : Igna Signs & Graphics

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