



# Losing Customers After Dark? How Illuminated Signs Can Boost Visibility and Foot Traffic

By [Tupp Signs](#)

# The Importance of Visibility: Why Lighting Matters for Businesses

## Nighttime Visibility

Nighttime visibility is critical for small businesses to attract customers and stand out in a competitive market.

## Illuminated Signs

Illuminated signs provide a powerful solution by drawing attention to your business even after the sun sets.



# Illuminated Sign Types: Features, Ideal Uses, and Key Benefits for Small Businesses

Type	Features	Ideal Uses	Key Benefits
Channel Letters	3D letters, high visibility, durable	Storefront signs, brand identity	Increased brand awareness, eye-catching display
Neon Signs	Classic style, bright colors, customizable	Bars, restaurants, entertainment venues	Unique aesthetic, nostalgic appeal, energy efficiency
LED Signs	Energy-efficient, versatile, digital options	Retail stores, advertising, dynamic messaging	Reduced energy costs, programmable content, clear visibility



# The Science of Illumination: How Lighting Affects Human Perception

- Attention  
Bright, contrasting colors attract attention, making signs more noticeable from afar.
- Perception  
Warm lighting creates a welcoming atmosphere, encouraging customers to enter.
- Safety  
Adequate lighting improves safety and security around your business, deterring crime.





# Steak 'n Shake

## Illuminated Signs: Enhancing Storefront Visibility and Curb Appeal



### Increased Visibility

Illuminated signs make your business stand out from the crowd, drawing attention even in the dark.



### Enhanced Curb Appeal

Brightly lit signs add a touch of professionalism and attract customers with their inviting appearance.



### Positive Brand Impression

Well-designed signs create a positive brand image, leaving a lasting impression on potential customers.



# Increased Foot Traffic: How Illumination Draws Customers to Your Door

- 1 Signs act as beacons, guiding customers toward your business even from a distance.
- 2 Illuminated signs create a sense of activity and energy, attracting customers who might otherwise pass by.
- 3 Stronger visibility leads to greater recognition and brand awareness, translating into more customers.

# Power-Efficient Solutions: Leveraging LED and Solar Technologies

1

## LED Lighting

LEDs consume less energy than traditional lighting, reducing energy bills and environmental impact.

2

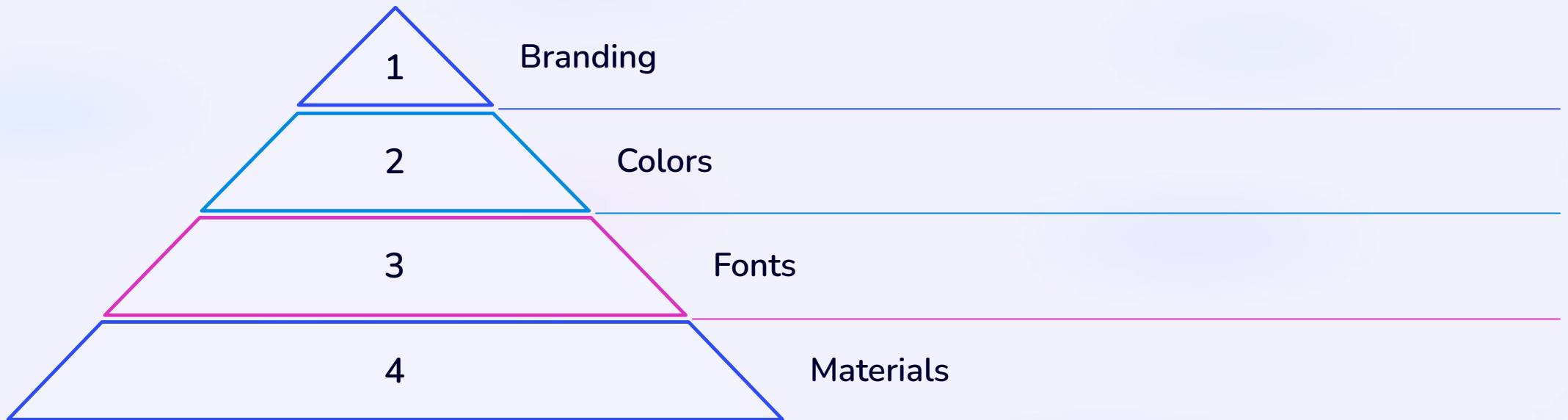
## Solar Power

Solar panels can provide sustainable energy for your illuminated signs, further reducing your carbon footprint.





# Customized Lighting Designs: Matching Your Brand and Aesthetic





# Your Questions Answered: Everything You Need to Know About Illuminated Signs



**What types of illuminated signs are available?**

Channel letters, neon signs, LED signs, and more. Each offers unique features and benefits.

**How much do illuminated signs cost?**

Costs vary based on size, materials, and complexity.

**How do I maintain my illuminated signs?**

Regular cleaning and inspections ensure optimal performance and longevity.

# Eye-Opening Statistics: The Impact of Illuminated Signs on Small Businesses

20%

## Increased Foot Traffic

Studies show illuminated signs can boost foot traffic by 20% or more.

50%

## Improved Brand Visibility

Illuminated signs enhance brand visibility and recognition by 50%.

15%

## Higher Sales

Businesses with illuminated signs often experience a 15% increase in sales.







# LONGHORN

## Ready to Make Your Business Shine After Dark?

Transform your storefront into a beacon of success with our stunning illuminated signs. Let our expert team help you stand out from the competition and attract more customers, day and night. Take the first step toward boosting your visibility - contact Tupp Signs today for a free, no-obligation consultation!

- **Call Us Now:** 866-324-7446 - We're here to help bring your vision to light
- **Email Us:** [info@tuppsigns.com](mailto:info@tuppsigns.com) - Get a quick response within 24 hours
- **Visit Our Showroom:** 457 E. New Churchman's Road  
New Castle, DE 19720 - See our illuminated signs in action