

Pacesetter Signs and Graphics Reveals the Top 5 Sign Trends of 2023

Pacesetter Signs and Graphics is a Philadelphia sign company that sells custom signs in Pennsylvania, New Jersey and Maryland. They have the top trends for 2023.



Philadelphia, Pennsylvania Mar 8, 2023 ([IssueWire.com](https://www.issuewire.com)) - Philadelphia sign company Pacesetter Signs and Graphics specializes in outdoor signs that help businesses get noticed. They also offer interior business signs, vehicle wraps, and custom signs. The company provides a range of services including:

- Designing eye-catching signage
- Building and printing signs
- Installing signs

The company is looking at the top industry trends in signage for 2023 and actively works with businesses to incorporate current techniques into their outdoor sign designs. These are the five biggest trends shaping the industry this year.

Wooden Signage (Eco-friendly)

The world is becoming more eco-conscious and in particular, business owners of the millennial generation are actively seeking products crafted using sustainable materials and practices. For this reason, wooden signage is expected to be a big trend in 2023 for its longevity, durability, and natural origins. For outdoor signs in Philadelphia, wood is a great choice that withstands harsh conditions and comes in a variety of finishes.

Digital Signage

Digital signs are an increasingly popular choice for [businesses and commercial signs in Philadelphia](#). This trend is likely to continue in 2023 with building signs incorporating interactive visual displays and AI (artificial intelligence) tools to create a more engaging customer experience.

Simplicity

Business signs that are overcrowded or too visually "busy" run the risk of clouding their messaging and deterring customers. In 2023, businesses in Philadelphia and beyond are looking for signs that are simplistic, easy to read, and communicate clear brand identity to their target demographic. Focusing on clean lines, minimal text, and neutral tones, businesses can post signs that catch attention without appearing loud, messy, or cluttered.

Customizing The User Experience

Now more than ever, businesses want to connect with their patrons on a deeper level. Using social media accounts and QR codes is one of the primary ways companies engage with their target demographic, so incorporating these elements on outdoor signs is a significant topic going into 2023. Businesses are likely to spend money on customizing signage to include social media handles and other details for where patrons can find their business online.

LED Lighting

As the push for energy efficiency continues, more businesses are likely to make the switch from neon to LED lighting in their outdoor signage in the coming year. Light-up signs are a great way to ensure a commercial business garners attention after nightfall, which is especially important for pubs, restaurants, bars, and clubs. LED lighting costs business owners less, is more environmentally friendly, and still gives the classic vibrancy of a neon sign.

Learn More About Custom Signs in Philadelphia

[Pacesetter Signs and Graphics](#) offers a complimentary consultation for businesses looking to get started on branding and exterior signage. Book a consultation by calling (443) 203-8445 or by visiting

the company's website and completing the online booking form.

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