Salon Signage Success Checklist

In [episode 53](#) of Marketing 100 on [The Salon Business Show](#), marketing experts John and Kayle break down the four essential principles of effective promotional design.

This checklist transforms their expert insights into actionable steps, helping you create salon signage that captures attention and drives results.

Principle 1: Simplicity

Before creating any promotional material, verify:

📝 Message Clarity

- Can be read in under 3 seconds
- Contains one clear, primary message
- Uses simple, direct language
- Includes only essential information
- Avoids industry jargon
- Readable from 10 feet away

Principle 2: Visual Impact

Ensure your design creates the "stop effect":

🎨 Eye-Catching Elements

- Contains a distinctive visual element
- Uses contrasting colors effectively
- Incorporates brand colors appropriately
- Features high-quality images
- Creates visual disruption in the space
- Uses no more than 2 font styles

👀 Attention Factors

- Models (if used) look toward text
- Shape or design breaks visual monotony
- Size appropriate for viewing distance

- Accessible to colorblind viewers
- Uses white space effectively

Principle 3: Strategic Layout

Review your information hierarchy:

📊 Layout Organization

- Main message is largest/most prominent
- Supporting information properly scaled
- Natural eye flow through information
- Clear visual hierarchy established
- Elements aligned purposefully
- Call-to-action clearly visible

Principle 4: Placement Strategy

Confirm optimal positioning:

📍 Location Assessment

- Matches client mindset at this location
- Natural viewing angle and height
- Good lighting conditions
- No physical obstacles blocking view
- Aligns with client journey stage

⏰ Timing & Maintenance

- Relevant to current season/promotion
- Rotation schedule established
- Installation/removal dates set
- Regular cleaning/maintenance planned
- Staff briefed on promotion details

Final Quality Check

🔍 Professional Standards

- No spelling or grammar errors
- Prices and dates accurate
- Brand guidelines followed
- Professionally printed/produced
- Edges and corners neat
- Material suitable for location

📈 Success Tracking

- Promotion code/tracking method included
- Success metrics established
- Feedback system in place
- ROI measurement plan ready

Looking for more strategies and resources? Check out [Marketing 100](#), where John and Kayle share their top 100 salon and spa marketing tips to help you grow your business.