

# CORPORATE & OFFICE SIGNAGE



All you need to know  
about corporate &  
office signage

**Quick  
Product  
Guide**



Professionalism, reputation, and identity are equally important aspects for most businesses and corporates. The use of branding and signage cements the identity, culture, and purpose of a business or corporate entity. Signage helps to improve your brand awareness, it increases your customer base and impacts your bottom line. As such, signage plays a crucial role in portraying all this important information across to both employees and consumers.

“ Signage: silent salesperson or cheerleader ”

The visible elements of a brand can be highlighted and carried throughout any marketing or promotion activity with the proper use of corporate and office signage. Branded signage is more than just highlighting a logo and the associated colour thereof. Signage is an extension of the brand and the silent salesperson or cheerleader for that company.



Image credit: Signarama Australia





Corporate and office signage embodies the essence of your business and is crucial to the success of your brand. Signage serves a myriad of applications, so whether you want to improve brand recognition, compete in your market, or direct employees or customers in a certain direction, we can help.



## WHAT YOUR OFFICE OR CORPORATE SIGNAGE SHOULD CONVEY



Your company name and logo



Company values



Clear communication of your services or products offered



A call to action, brand promise or company vision or mission



Your company and brand personality



## OUR RANGE OF CORPORATE & OFFICE SIGNAGE

### *Building & Outdoor Signs*

Our range of building signs are suited to indoor or outdoor applications. Building signs are used to identify and showcase the location of your business or brand. Our range of outdoor signs can attract attention to your company 24/7/365! Whether you require a billboard sign or a monument sign in the parking lot of your business estate, we have something to suit your needs.



EQUIEM

Image credit: Signarama Australia

#### COMPANY SIGNS

*Lightboxes, Reception Signs,  
Metal Signs and 3D Signs.*

Image credit: Signarama Australia



#### WINDOW SIGNS

*Window Graphics, Frosting,  
Decals or Lettering.*



CASINO MARINA





## Building & Outdoor Signs



### ILLUMINATED SIGNS

*3D Illuminated Letters, Neon, Lightboxes, LED Backlit or Moving Signs.*



### FREESTANDING SIGNAGE

*Pylon Signs, Monument Signs, Metal Panel & Post Signs, Billboards and Aluminium Composite Signs*



### WAYFINDING & SAFETY

*Directional Signs, Accessibility Signs, ABS Signs and Safety Signs.*



### PROMOTIONAL SIGNAGE

*Banners, Flags, Fence Mesh Signs, A-Frames and Café Barriers*



## RECEPTION SIGNS

## ROOM & DOOR SIGNS

## WALL SIGNAGE

## WINDOW SIGNAGE

## NEON SIGNS





Take your brand further by incorporating **vehicle signage** or **promotional signage** for the total branding experience. If you have a fleet of vehicles or company cars, our range of vehicle signage will transform your vehicle into a moving billboard. Promotional signage can further highlight and market your brand or business with clever and engaging signage and items.

See our Quick Product Guides for more information.

[signarama.co.za/buyers-guides](https://signarama.co.za/buyers-guides)



## ADVANTAGES TO USING COMPANY AND CORPORATE SIGNAGE



Increase brand exposure, identity, and awareness



Gain a competitive advantage



Economic marketing avenue



Increase lead opportunities



Increase sale opportunities



# HOW TO MAKE THE MOST OF YOUR CORPORATE OR COMPANY SIGNAGE

Signage can be a considerable investment, but the ROI is worth every cent spent. To make the most of your signage, consider our following tips.



## MONITOR YOUR BRAND

*Use customer surveys, online analytics, and reputation tracking tools to keep tabs on what your brand is doing right and where it needs to improve.*



## MAINTAIN YOUR IDENTITY ON AND OFFLINE

*Ensure your physical signage is aligned with your digital efforts. Do not allow for a disconnect between the two.*



## AIM TO BE BETTER THAN THE COMPETITION

*Avoid the impulse to imitate, rather innovate and pack a unique punch with your marketing and signage.*



## TELL A STORY

*The best marketing efforts tell a story that your target audience identifies with. Spend time on your visuals and branding.*



# HOW TO MAKE THE MOST OF YOUR CORPORATE OR COMPANY SIGNAGE



## REGULAR MAINTENANCE

*Keep your signage well maintained for maximum impact, speak to us about our maintenance services and keep your signage in good condition.*



## SIGNAGE IS THE 'FACE' OF YOUR BUSINESS

*Only use the best in the signage business to convey your message. Find your local Signarama store and start the process.*



## UPDATE YOUR SIGNAGE EVERY 5 YEARS

*A lot can change in 5 years and your branding and signage may need to change too. Replace signs that are showing signs of deterioration or update your signage with the latest in branding and technology.*



## AVOID MIXED MESSAGES

*Stick to your branding goals and vision, say what you need to say and mean what you say. If you are professional, stick to this theme. If you have a fun element, don't be overly conservative.*



## WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



*Years of expertise and knowledge in the signage and branding industry*



*Highly skilled workforce*



*Creative and efficient production and design practices*



*Professional installation and application*



*High-quality materials used in all signage applications*



*An authoritative voice in the signage industry*



*Client-focused work ethic designed to help your business grow*



*Network located across Southern Africa*



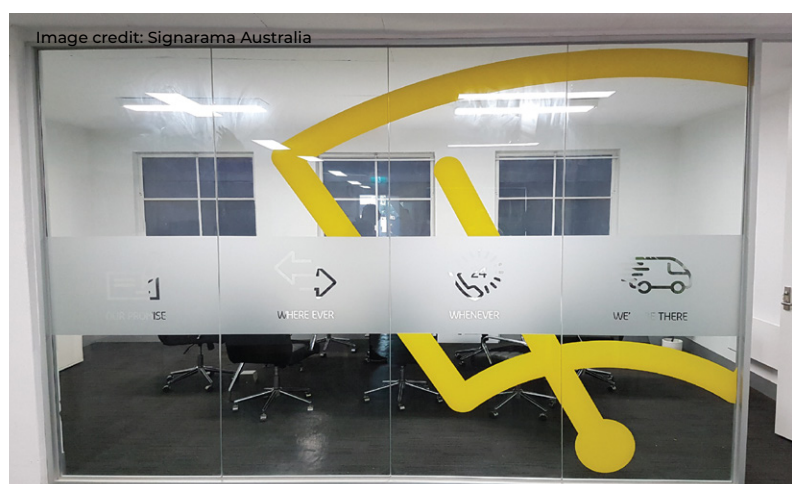
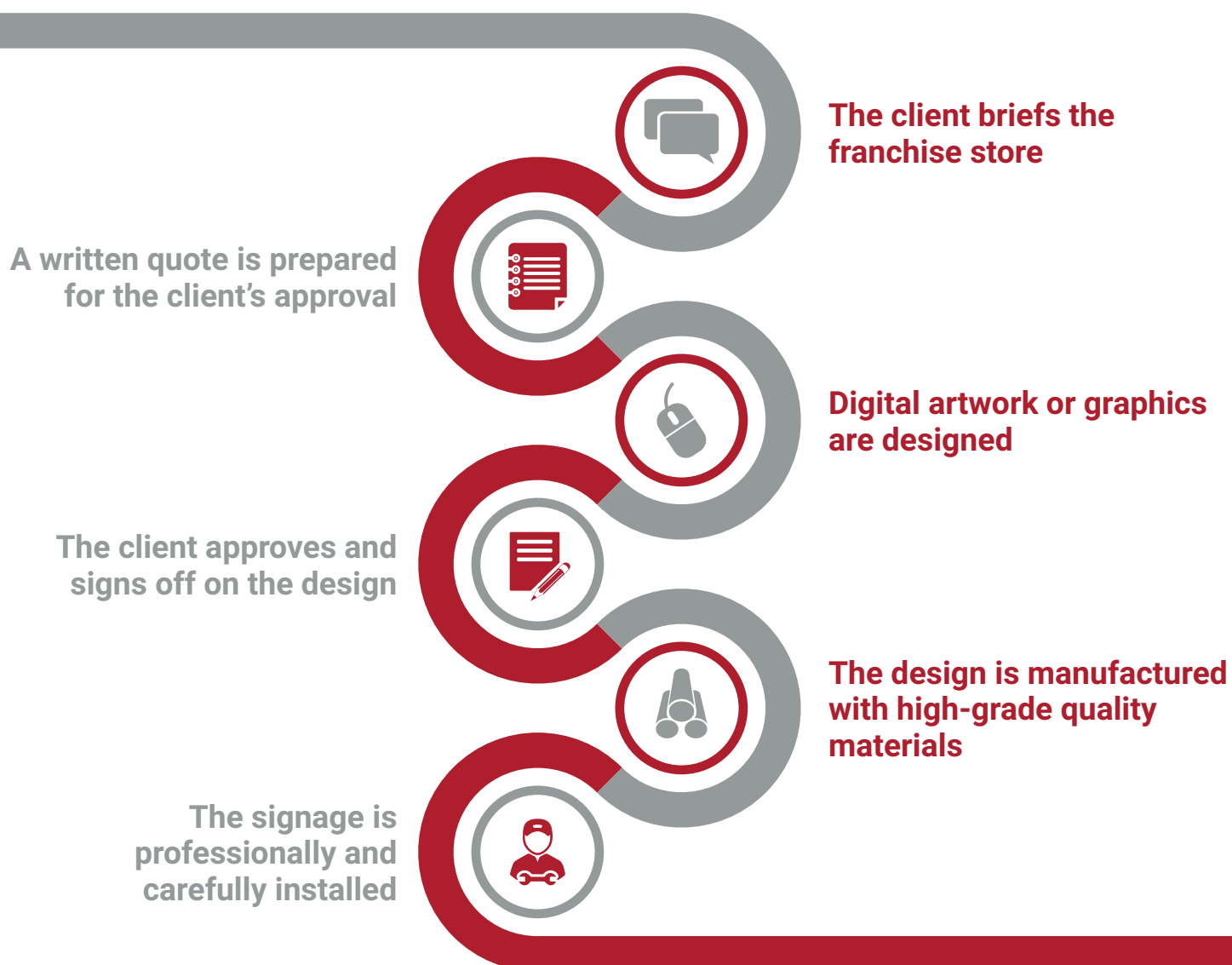
*Signarama is a credible member of The Franchise Association of Southern Africa*

Image credit: Signarama Australia





## HOW DOES IT WORK?





## DESIGN CONSIDERATIONS

Once you have decided to build your brand through corporate and company signage, the next step is to consider how you want to convey your brand message, which brand elements matter and how the design can add to your bottom line.

As your partner in signage and branding, Signarama has compiled the following list of considerations to assist in your creative decision-making process:



*Designs and graphics should be clear, concise and attractive*



*Over-complicated designs will detract from your message*



*Ensure the graphics represent your message appropriately*



*Short, sweet and eye-catching designs are best*



*Design for your target audience*



*Your brand name and logo should be highly visible*



*Adjust your design to meet your budget (don't skimp on design for cheaper prices)*





## THE SIGNARAMA DIFFERENCE IS IN THE *detail*

Due to our collective years of experience both locally and internationally, Signarama takes the utmost care when dealing with clients and strives for a smooth signage process from conception to installation. Each client is treated with due diligence and care, ensuring their individual needs are specifically considered and addressed, resulting in bespoke signage – the Signarama way!

We take great pride in our illuminated signs, ensuring our designs look professional, striking, unique and flawless. We only work with the best technology and materials in the signage industry, yielding uncompromised quality and workmanship in both design and application of our corporate and company signage.

*This is the Signarama difference!*





# Thank you

for choosing Signarama for your signage needs.

Signarama is South Africa's biggest and most trusted signage franchise. From concept to installation, we can assist you with all your signage and branding needs. Our range of illuminated signage is guaranteed to suit any industry and budget with the aim of growing your business at the heart of ours. Whether you want a single illuminated sign or a range of signs, you can be rest assured your branding needs are in good hands with us!

With over 20 years' experience in the industry, Signarama prides itself on professional signage and branding solutions that are delivered timeously.

*Trust us to help grow your business*

Image credit: Signarama Australia







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