

The purpose of education is to equip learners or students with the skills and knowledge to apply to their lives, studies, or jobs. The use of signage in the educational sector can assist in imparting important information to learners, scholars, students, teachers etc. Visual learning aids are especially helpful as many scholars absorb information through the use of the material they can look at.



Popular use of learning and educational signage includes the use of posters for the alphabet, grammar rules, spelling rules, periodic table, and various other learning staples in subjects. Building signage is used to identify the institution and other outdoor solutions will be used to identify different parts of a learning establishment, offer directions or to indicate parking spaces, safety information or warnings. Use room or door signs to identify different rooms, offices, ablution facilities etc.



WHERE WILL SIGNS BE NEEDED?

From the second you look for a school, university, college, training centre or educational building, the use of signs will be prevalent. Here is a quick checklist to ensure all your bases are covered:



PYLON / MONUMENT SIGN

Indicate where your establishment can be found, be seen from the road or stand out in an office estate.



BILLBOARDS

Market your institution by advertising open days, registrations and more with a billboard in high traffic areas.



PLAQUES

Use plaques for memorial purposes on buildings, benches etc. or for celebrating awards and achievements.



3D SIGNS

Use these signs to bring in a creative or décor flair in rooms, canteens, break rooms, halls etc.



METAL OR ALUMINIUM SIGNS

Brand your building or establishment with the use of a metal or aluminium sign. These signs can also be used to differentiate hostels, boarding facilities etc. within a learning institution.



ILLUMINATED SIGNAGE

This signage solution is best suited to application where you want to draw attention. Lightboxes or backlit 3D letters are visible from afar and can be used for exterior and interior purposes.



VEHICLE SIGNAGE

School or university branded transport vehicles can act as marketing powerhouses on the road for your institution. Allow learners and staff to easily identify transport with our range of branding options.



WALL GRAPHICS

Use wallpaper, decals, or graphics to liven up your interior by incorporating your branding in creative ways or to create a space of calm, such as waiting areas, meeting spaces, canteens, halls or reception areas.



WAYFINDING SIGNS

These attractive signs can direct pupils, learners, visitors, and staff members on the premises. Use these dynamic signs indoors and out.



SAFETY SIGNS

Ensuring safety and hygiene protocols within an establishment is a regulated concern which should always be addressed with correct signage.



PROMOTIONAL SOLUTIONS

We can assist with all your printing needs. Posters, flash cards, A-Frames and more are us! Brand lanyards for attendees on course or brand stationery for new learners attending their first day of school. Open days do well with a branded memento which can be taken home.



WINDOW SIGNAGE

Use creative and eye-catching graphics on windows to elevate the branding of your institution or act as clever learning aids. Windows make the best canvas for communicating information too. Frosted windows can be used for privacy too such as sick bays etc.

THE USE OF SIGNAGE IN LEARNING INSTITUTIONS

1. Visual learning aids
2. Safety warnings
3. Health or operational protocols
4. Direction or navigation purposes
5. Interactive needs can be met with digital signage solutions
6. Highlighting various rooms for easy identification
7. Motivation and encouragement
8. Identifying different buildings or locations
9. Décor
10. Establish values, mission, and vision
11. Customise areas or spaces
12. General advertising or marketing



HOW TO MAKE YOUR EDUCATIONAL SIGNAGE APPEALING?

- Choose graphics that suit your audience, such as cartoons that appeal to young learners
- Ensure your final product answers the specific need it was designed for
- Use a combination of lighting, colour, and spatial considerations
- Always use anatomically or correct information in visual signs
- Use wording and graphics in a balanced manner
- Illuminated signs are better in poorly lit areas
- Signs with images attract more attention
- Be unique and creative



WHICH ESTABLISHMENTS CAN MAKE USE OF LEARNING AND EDUCATIONAL SIGNAGE?









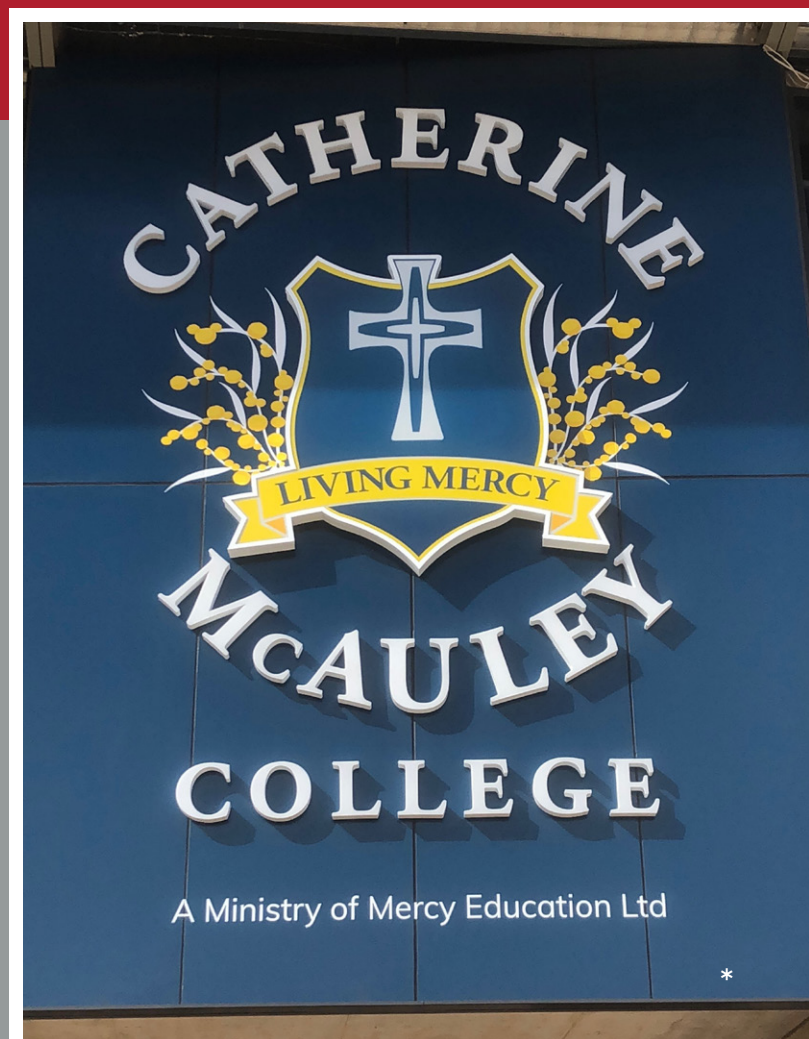
- PRE-SCHOOL
- EARLY LEARNING CENTRE
- PLANETARIUM
- SCHOOL
- UNIVERSITY
- HOSTELS OR BOARDING HOUSE
- MUSEUM
- EXTRA-MURAL CENTRE
- WAITING AREAS
- DAY-CARE
- REHABILITATION FACILITY
- TUTOR FACILITIES
- TRAINING FACILITY
- PLAY AREAS
- SANCTUARY
- COLLEGE
- AFTERCARE
- EDUCATIONAL CAMP
- LABORATORY
- ZOO
- AQUARIUM

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*
-  *Located nationwide as a network*
-  *Signarama is a credible member of The Franchise Association of Southern Africa (FASA)*

HOW DOES IT WORK?

-  *The client briefs the franchise store*
-  *A written quote is prepared for the client's approval*
-  *Digital artwork or graphics are designed*
-  *The client approves and signs off on the design*
-  *The design is produced on high-quality material*
-  *The signage is professionally and carefully installed*



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*
-  *Your brand name and logo should be highly visible*
-  *Adjust your design to meet your budget (do not 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 signage products, 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 the design and application of our learning and educational 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 learning and educational 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 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



012 285 0412
signarama.co.za