

# HOSPITALITY SIGNAGE



All you need to know  
about hospitality  
signage

**Quick  
Product  
Guide**

The hospitality and tourism industry are vital to any economy and this is certainly true for South Africa. With a country rich in diversity, beauty and culture, our hospitality sector is a thriving industry. Both local and international tourists delight in the many sites, sounds and entertainment our beautiful country has to offer. Ensure that you take full advantage of visitors, passers-by, travellers, explorers, and tourists alike, by branding your hospitality establishment with professional and striking signage.

**Signage is one of the oldest forms of traditional marketing, but it is still vital in today's day and age.**



Although signage is one of the oldest forms of traditional marketing, it remains vital and relevant. Without legible and proper signage, your hospitality business is bound to suffer. Showcasing your establishment in the best light possible is vital to success. Business owners are pressed to use dynamic and effective tools to market their hospitality establishments, in order to stay ahead of the competition. Outdoor signage is especially crucial in advertising efforts. Without effective outdoor or building signage, an establishment will remain hidden and enjoy less feet into the business.





# WHY IS SIGNAGE NECESSARY FOR THE HOSPITALITY INDUSTRY?

- 01** *Advertise your location effectively with eye-catching signs*
- 02** *Be visible in high-foot traffic areas, even from a distance*
- 03** *Be regarded as a legitimate business with professional signage*
- 04** *Convey your hospitality offering through appropriate signage solutions*
- 05** *Increase brand exposure and awareness*
- 06** *Adhere to rules and regulations with the use of health and safety signage solutions*
- 07** *Create a welcoming atmosphere through the use of signs*
- 08** *Communicate important messages or values*
- 09** *Remain visible day and night, during all weather conditions, with illuminated signs*
- 10** *Stand out in a highly competitive industry with attractive signage and promotional items*



# QUICK USE SIGNAGE SOLUTIONS

If you do not have access to a substantial budget, invest in these 5 must-have signs to boost your hospitality business with the bare minimum.

## Reception Signage

These signs can communicate important information such as check out times, contact information and other details guests, patrons or visitors may need to know. This can also serve as décor elements through clever use of wall murals, graphics, or wallpaper.



## Emergency, Exit & Ablution Facilities

Certain safety signage should be visible and installed immediately to meet standards, rules, and regulations. Allow guests, visitors, and patrons to easily identify ablution facilities with professional signs.



## Menu Boards & Menus

A large part of the hospitality industry focuses on the food and beverage sector, communicating menu or item prices or availability is crucial in any establishment.



# QUICK USE SIGNAGE SOLUTIONS

## Banners, A-Frames & Posters

These promotional signage options can be used for a variety of applications that can enhance your business. They are versatile, easy to use and update according to your needs.



## Illuminated Building Signage

Be found quickly and easily with an illuminated sign that attracts attention 24/7/365.



# WHICH ESTABLISHMENTS CAN USE HOSPITALITY SIGNAGE?

HOTELS

MOTELS

BED & BREAKFASTS

AIRBNB

LODGES

CASINOS

CAMPING SITES

LODGING SITES

BACKPACKER HOSTELS

RESTAURANTS

COFFEE SHOPS

CONFERENCE CENTRES

WEDDING VENUES

WINE ESTATES

BARS

COCKTAIL LOUNGES

CLUBS

THEME PARKS

LUXURY TRAINS

ENTERTAINMENT VENUES

BOUTIQUE HOTELS

BOUTIQUE HOTELS

SPAS

TRANSPORT & SHUTTLE COMPANIES

RESORTS

AIRLINES

APARTHOTELS



# HOSPITALITY SIGNAGE APPLICATIONS

## BUILDING & OUTDOOR SIGNAGE

### LIGHTBOXES | RECEPTION SIGNS | METAL SIGNS | 3D SIGNS

Use building signage to attract attention, convey your location, parking information or as a branding tool.



### SHOPFRONT SIGNS | FASCIA SIGNS | 3D LOGOS LETTERING

These signs are primarily used to communicate your brand identity as well as location or differentiation between buildings or venues.



### WINDOW SIGNAGE

Use windows that face the road as branding or advertising space. Make the most of this space with clever and creative marketing efforts.



### ILLUMINATED SIGNAGE

The options are endless. We highly recommend illuminated signage for exterior marketing purposes and via clever use indoors, these signs can be used for the identification of rooms, areas etc.





## BUILDING & OUTDOOR SIGNAGE

### WAYFINDING & SAFETY SIGNAGE

Directional signs are essential for wayfinding or parking purposes. Ensure inclusivity with the use of accessibility signs for those with impairments. Health and safety signage should be incorporated as a standard in any establishment.



### FREESTANDING SIGNAGE

Billboards are extremely effective advertising solutions, whether placed close to your establishment or further away. Use metal or post signs for directions from main or dirt roads to be found easily. Monument signs can be used elegantly to differentiate separate parts of an establishment – such as labelling cabins, camps, or outdoor sections.

### PROMOTIONAL SIGNAGE & SOLUTIONS

The use of these materials bring versatility and convenience with them. The use of banners, flags etc. can convey promotions, indicate locations, or draw the eye to an establishment. Move these signage solutions around as needed.





# HOSPITALITY SIGNAGE APPLICATIONS

## INDOOR SIGNAGE

### WINDOW SIGNAGE

The use of window graphics, frosting, decals, or lettering can be used in creative ways to enhance an interior or to add to the ambience of an establishment. Create privacy in certain areas with the use of window frosting.



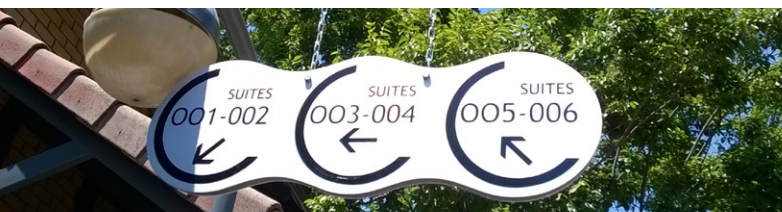
### RECEPTION SIGNS | NEON SIGNAGE

Enhance your reception area with the use of signage that creates a welcoming atmosphere and places guests, visitors, or patrons at ease.



### WAYFINDING | SAFETY SIGNAGE

Keep employees, guests, visitors, and patrons safe with the use of warning or safety signage. Guide them effectively with wayfinding signage too. Speak to your local Signarama store about our crisis or pandemic signage solutions too.





## INDOOR SIGNAGE

### WALLPAPER | WALL DECALS | WALL GRAPHICS

Make a statement with a stunning wall mural, graphic, decal, or wallpaper. This signage solution can be used to communicate information, act as a marketing medium or serve as a décor aspect.



### PROMOTIONAL SIGNAGE & SOLUTIONS

Custom branded items add a personal touch that guests, visitors and patrons appreciate. Brand your pavement or floor with custom graphics or invest in exhibition signage to market your establishment at indabas or expos. POS and menu signage options are a necessity where food and beverages are concerned.



# HOSPITALITY SIGNAGE APPLICATIONS

## VEHICLE SIGNAGE

Our vehicle signage range is suited to the hospitality industry and acts as a dual marketing mechanism. Not only does vehicle signage and branding allow users to identify the vehicles they are looking for, vehicle signage is a mobile billboard. Up to 70% of road users notice vehicle signage, the ROI on this branding mechanism is stellar!

### VEHICLE WRAPS

Vehicle wraps are extremely beneficial to the hospitality industry. Make a statement with eye-catching designs with a full wrap,  $\frac{3}{4}$  wrap or a half wrap.



### ONE-WAY VISION

Use one-way vision signage on your rear window of your vehicle or shuttle. Maximise your marketing ability while providing privacy for passengers. The harsh summer sun is also minimised through this dynamic branding option.

### FLEET GRAPHICS

Brand your entire fleet with the use of fleet graphics across all your vehicles. Ensure your business is seen on the road and when parked with the use of a branded fleet.



*Our vehicle signage range is suited to cars, bakkies, trucks, vans, buses, trailers, motorcycles, scooters, boats, jet-skis, trains, trams, bicycles, and small aircraft.*



# HOSPITALITY SIGNAGE TIPS



## MAINTENANCE

Speak to your local Signarama store about our maintenance service. We will keep your hospitality signage in great shape, so you get the best out of your investment.



## USE A RANGE OF SIGNAGE SOLUTIONS

Use a combination of signage solutions to maximise your marketing and brand awareness efforts. Use at least 4 different applications.



## SPEAK TO THE EXPERTS

Reach out to your local Signarama store if you need advice on the type of signage needed as well as the placement thereof. We are experienced professionals with a passion for all things signage and branding.



## CONSIDER REFRESHING

Signage is built to last but after 5 years it may be time to replace or update your branding as times and needs change. Re-evaluate and audit your signage and signage needs every 5 years.



## DEDICATE A BUDGET TO SIGNAGE

Include signage, promotional items or signage maintenance to your annual budget.



**SMOKING IS NOT PERMITTED  
IN THIS AREA ANY PERSON  
WHO FAILS TO COMPLY  
WITH THIS NOTICE SHALL BE  
PROSECUTED AND  
MAY BE LIABLE FOR A FINE**

# WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



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



*An authoritative voice in the signage industry*



*Highly skilled workforce*



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



*Creative and efficient production and design practices*



*High-quality materials used in all signage applications*



*Professional installation and application*



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



*Network located across Southern Africa*

## HOW DOES IT WORK?



The client briefs the franchise store



The client approves and signs off on the design



A written quote is prepared for the client's approval



The design is manufactured with high-grade quality materials



Digital artwork or graphics are designed



The signage is professionally and carefully installed





## DESIGN CONSIDERATIONS

Once you have chosen a range of hospitality signage for your business, the next step will be 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 range of hospitality 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 signs.

*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 hospitality signage is guaranteed to suit your industry and budget with the aim of growing your business at the heart of ours. Whether you want a single branded sign or a range of professional 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*





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