

ILLUMINATED SIGNAGE



All you need
to know about
illuminated signage

**Quick
Product
Guide**

Intensifying your brand or message is possible with our range of illuminated signage options. Any signage, once illuminated, automatically draws a consumer's eye in, which means your message is automatically highlighted through the use of light. Thanks to this feature, these attention-grabbing signs are worth their weight in gold, particularly in a consumer-driven market. Because attracting and encouraging consumers to buy into your brand is becoming increasingly difficult in the face of growing competition, with bright and brilliant signage, you are able to highlight your business.



Photo credit: Pierre Bassani



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6 REASONS WHY YOUR BUSINESS NEEDS OUR ILLUMINATED SIGNAGE:

1

HIGHLIGHT YOUR BRAND

The best way to draw attention to your business is to light up your signage.

2

HIGHLY VISIBLE

Illuminated signage is highly visible day and night – 24/7/365 without fail.

3

GOOD RETURN ON INVESTMENT

Illuminated signs never stop working to draw attention to your brand which means the return on investment is stellar.

4

LONG LASTING

Illuminated signage can last up to 5 years if maintained correctly.

5

FLEXIBLE OPTIONS

Extensive options are available to brand your business with illuminated signs.

6

WARRANTY

Our LED signs come with a 12-month warranty.



Photo credit: Pierre Bassani

Signarama has a wide range of illuminated signage options to choose from, ensuring our clients are spoilt for choice. Dress your business for success with illuminated building or outdoor signage.

*Maximum exposure.
Maximum results.*

OUR RANGE OF ILLUMINATED SIGNS:

3D ILLUMINATED LETTERS

This signage option is highly customisable and suitable for indoor and outdoor use. Impactful and bold letters can be designed to portray your brand's identity by incorporating the colour and font typeface of your brand. Add special effects to the letters that will add an air of excitement to your sign.



NEON SIGNS

This signage option is highly customisable and suitable for indoor and outdoor use. Impactful and bold letters can be designed to portray your brand's identity by incorporating the colour and font typeface of your brand. Add special effects to the letters that will add an air of excitement to your sign.



OUR RANGE OF ILLUMINATED SIGNS:

LIGHTBOXES

Lightboxes are incredibly flexible and can be applied to indoor and outdoor applications. Our range includes different shapes, sizes and formats to suit your specific branding needs.

DIFFERENT STYLES OF LIGHTBOXES:

- Single- or double-sided lightboxes
- LED lit
- Aluminium or Acrylic or a combination of these



LED BACKLIT SIGNS

Achieve the illuminated halo effect with professional LED backlit signs. Add extra voluminous dimensions to your company lettering by incorporating LED backlit methods.



WHICH INDUSTRIES CAN MAKE USE OF ILLUMINATED SIGNAGE?

RETAIL

RESTAURANT

HOSPITALITY

REAL ESTATE

FRANCHISE

LOGISTICS

MEDICAL

SPORT & RECREATION

LOCAL & NATIONAL GOVERNMENT

ADVERTISING

STORAGE & WAREHOUSING

EDUCATION & TRAINING

GALLERIES

ENTERTAINMENT

SHOWROOMS

Photo credit: Pierre Bassani



TIPS ON CARING FOR YOUR ILLUMINATED SIGNS:

- 1 Regular maintenance of the power source is necessary.
- 2 Tag and test any lights often.
- 3 Only use professional signage companies to install and maintain your signs.
- 4 Have your illuminated signage serviced at least annually to avoid the build up of dirt and grease.

HOW MUCH DO ILLUMINATED SIGNS COST?

Pricing depends on the scope of work involved, which materials are needed as well as the type of installation required. Speak to your local Signarama store about our price range today.



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*



HOW DOES IT WORK?



1. *The client briefs the franchise store*



4. *The client approves and signs off on the design*



2. *A written quote is prepared for the client's approval*



5. *The design is manufactured with high-grade quality materials*



3. *Digital artwork or graphics are designed*



6. *Illuminated signage is professionally and carefully installed*



DESIGN CONSIDERATIONS:

Once you have chosen an illuminated signage solution 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 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 illuminated 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 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

Photo credit: Pierre Bassani





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