

SIGNAGE GUIDE



Signage & Branding
Solutions to grow
your business

TABLE OF CONTENTS

INTRODUCTION	3
• VEHICLE SIGNAGE	4-5
• ILLUMINATED SIGNAGE	6-7
• PROMOTIONAL SIGNAGE	8-9
• RETAIL, SHOP & STOREFRONT SIGNAGE	10-11
• MEDICAL, HEALTH & SAFETY SIGNAGE	12-13
• CORPORATE & OFFICE SIGNAGE	14-15
• LEARNING & EDUCATIONAL SIGNAGE	16-17
• HOSPITALITY SIGNAGE	18-19
• CONSTRUCTION & ARCHITECTURAL SIGNAGE	20-21
• WINDOW & WALL GRAPHICS	22-23
• FACTORY & INDUSTRIAL SIGNAGE	24-25
• MINING & ENGINEERING SIGNAGE	26-27
• GOVERNMENT & MUNICIPAL SIGNAGE	28-29
• SPORTS & RECREATION SIGNAGE	30-31
• ENTERTAINMENT & ARTS SIGNAGE	32-33
• FARMING & AGRICULTURE SIGNAGE	34-35
• ECO-FRIENDLY SIGNAGE	36-37
WHY CHOOSE SIGNARAMA?	38
HOW DOES IT WORK?	38
DESIGN CONSIDERATIONS	39
THE SIGNARAMA DIFFERENCE	40
THANK YOU	41

* Photo credit: Pierre Bassani

** Image credit: Signarama Australia

Our extensive product range of signage is designed with your business needs in mind. We are passionate about the branding and signage industry and aim to improve your bottom line through the use of our products and solutions. When making use of our services, you can expect only the best quality and workmanship combined with great customer service. Browse our product offering for a better understanding of what we offer.



VEHICLE SIGNAGE



We proudly brand over 5 500 vehicles regionally every year. Vehicle signage is the best form of marketing your brand on and off the road as up to 70% of road users take notice of vehicle signs.

Get more bang for you buck with our range of vehicle branding and signage options.





ILLUMINATED SIGNAGE



For maximum business exposure and results, rely on our range of illuminated signage solutions. Stand out from the crowd and shine a light on your brand with an illuminated sign.

Cost-effective with a great ROI, our illuminated signage range is one of our best-sellers.





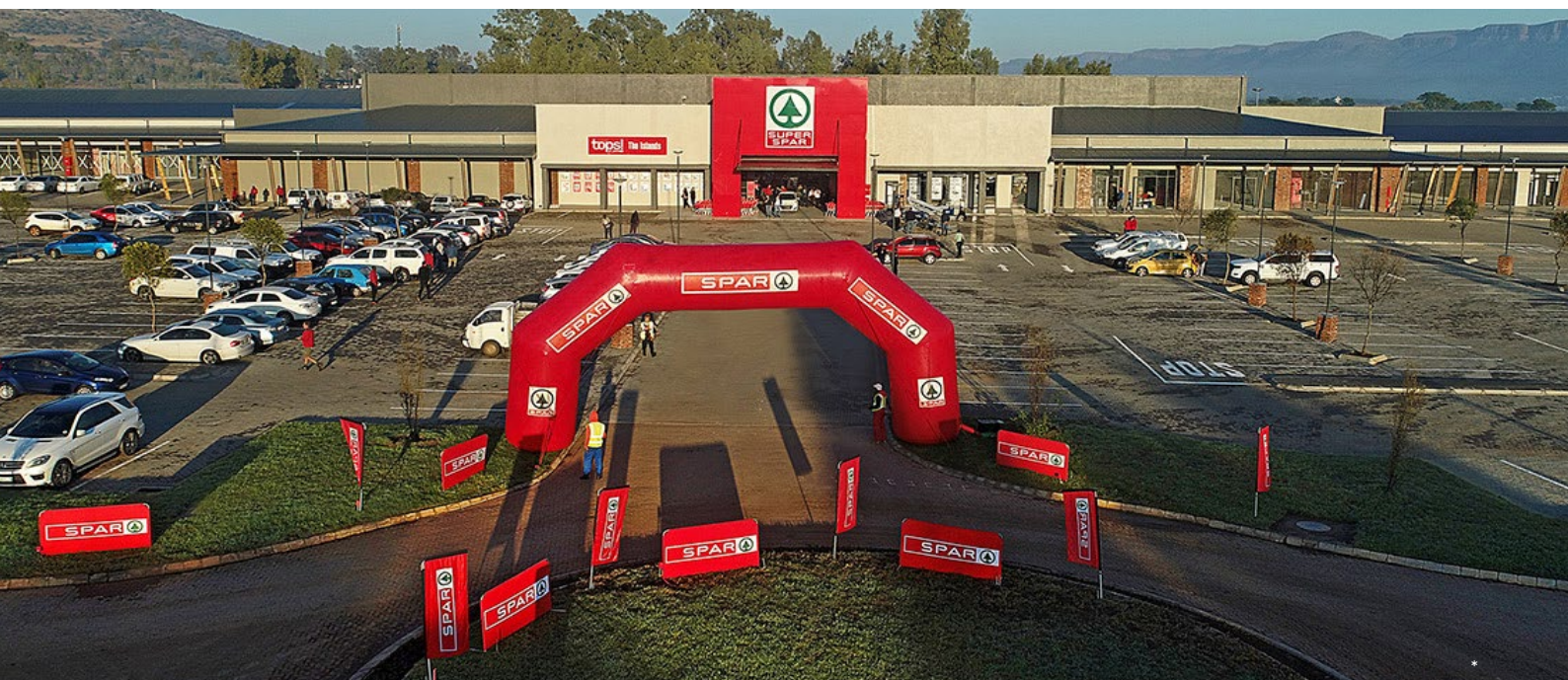
PROMOTIONAL SIGNAGE



Use our range of promotional signage and branding options for tradeshows, exhibitions, events or to bring feet into your business on a daily basis.

Attract attention with vibrant promotional signage designed to take indoor and outdoor advertising to the max!





RETAIL, SHOP & STOREFRONT SIGNAGE



From building signs to POS solutions to branded wallpaper, we have everything you need to bring feet into your establishment and keep them coming back.

Big retail brands trust us with their store signage and branding needs, and you can too.





MEDICAL, HEALTH & SAFETY SIGNAGE



Highlight your brand or communicate important messages with our range of medical, health and safety signage solutions. Signarama can also assist with signage and branding in times of crisis or pandemics.

Our range of signage can answer any communication need you may have.



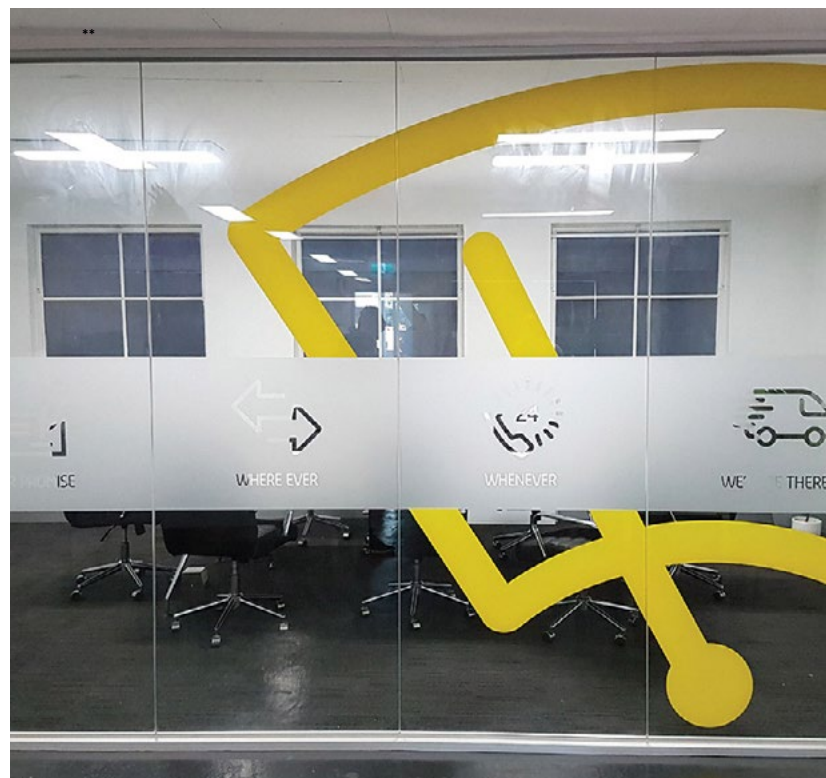


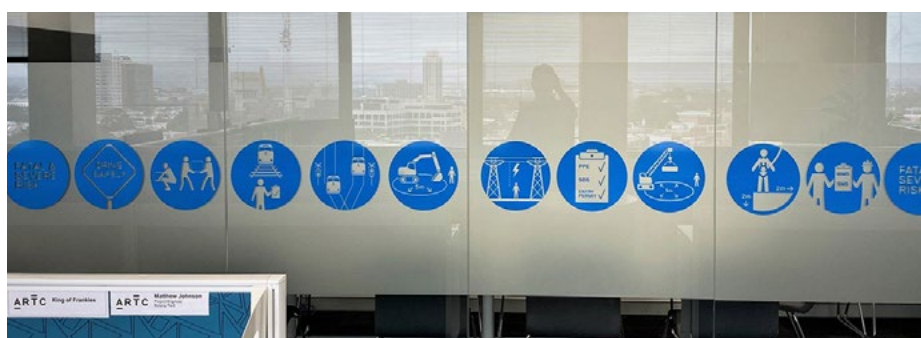
CORPORATE & OFFICE SIGNAGE



Ensure professionalism, brand identity, and establish your reputation as an authoritative industry leader in your field with our range of signage suited to the corporate sector.

If signage acts as your company's silent salesperson, ensure it is of high quality and workmanship.





LEARNING & EDUCATIONAL SIGNAGE



Enable better learning or highlight your institution with our range of quality educational signage. Communicate your location, business brand, values, or information efficiently and effectively.

Educational signage can be adapted for learning aids, marketing mechanisms or motivational use.





HOSPITALITY SIGNAGE



Signage that demands attention is as good as gold in the hospitality and tourism industry. Communicate your location, services, offerings and more with the clever use of signage and branding solutions.

Bring feet into your door with our range of hospitality signage.





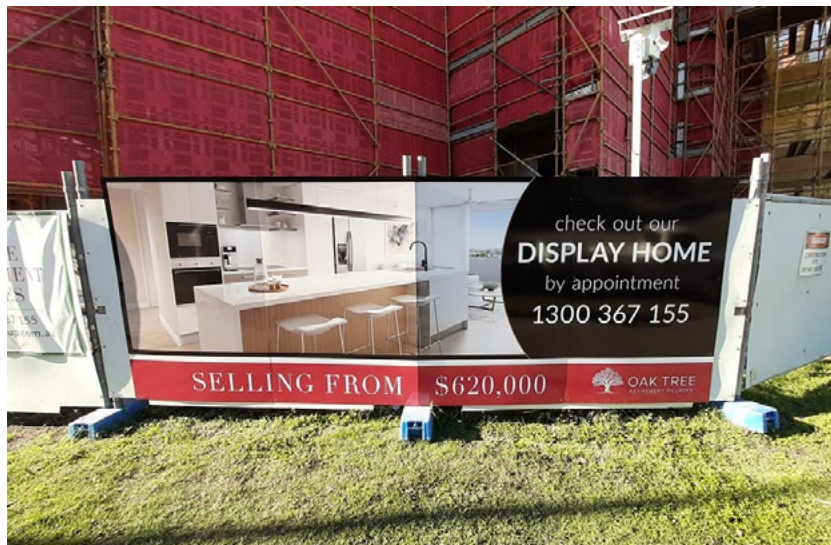
CONSTRUCTION & ARCHITECTURAL SIGNAGE



The construction and architecture industries rely on signage to uphold safety protocols, ensure on-site safety and to market their business. The importance of signage in construction and building settings is essential.

We have a range of outdoor branding and signage suited specifically to the construction sector.





WINDOW & WALL GRAPHICS



Maximize your windows into marketing powerhouses and transform walls into messaging boards with our range of professional window and wall graphics.

Our window and wall graphic range is suitable for any industry in any sector.



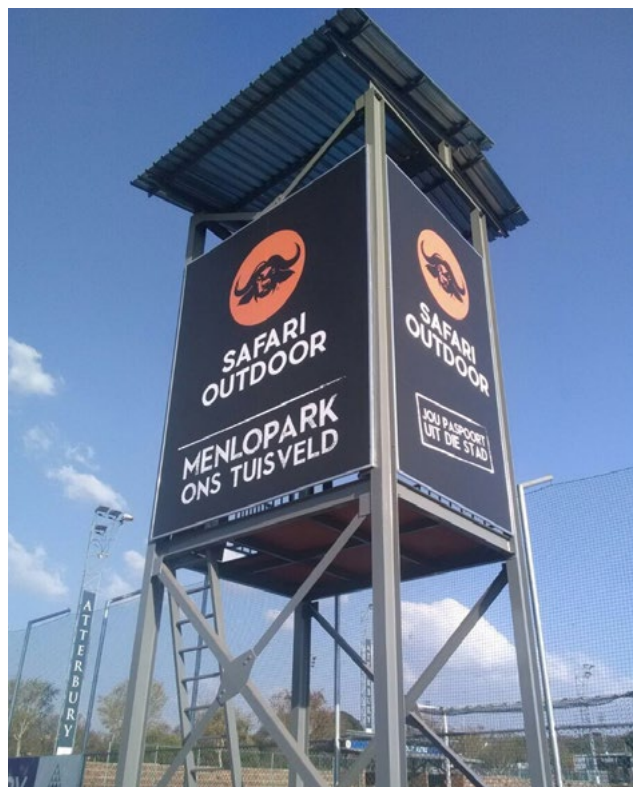


FACTORY & INDUSTRIAL SIGNAGE



Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





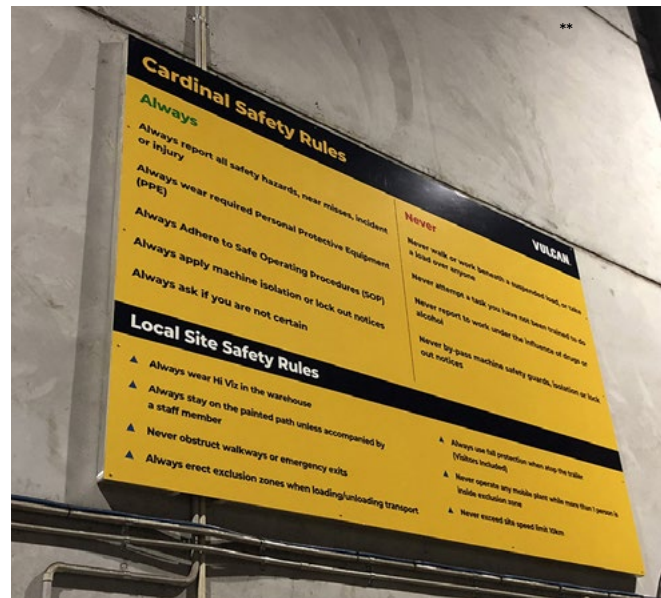
MINING & ENGINEERING SIGNAGE



Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





GOVERNMENT & MUNICIPAL SIGNAGE



Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





SPORTS & RECREATION SIGNAGE



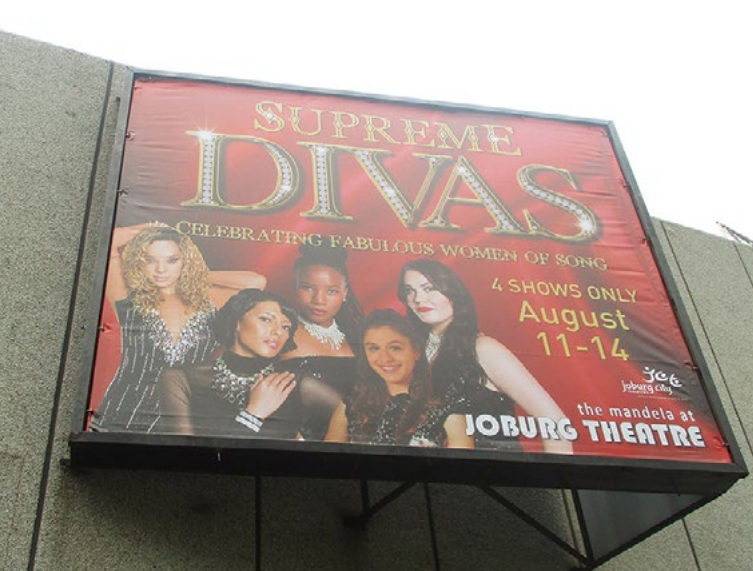
Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





ENTERTAINMENT & ARTS SIGNAGE



Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





FARMING & AGRICULTURE SIGNAGE



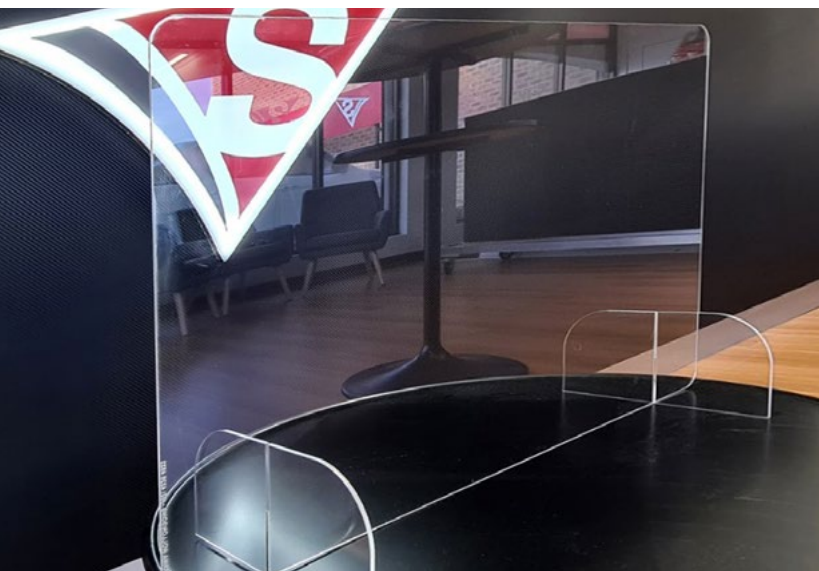
Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





ECO-FRIENDLY SIGNAGE



Our range of outdoor, indoor, building and vehicle signage can complement your activities. Whether you require safety and regulatory signage or branded building signage – we can do it all!

Entrust us to take care of your signage and branding needs.





IMAGE SOURCE: MAIZEYS



IMAGE SOURCE: GRAPITY.COM



IMAGE SOURCE: DIBOND



IMAGE SOURCE: MAIZEYS

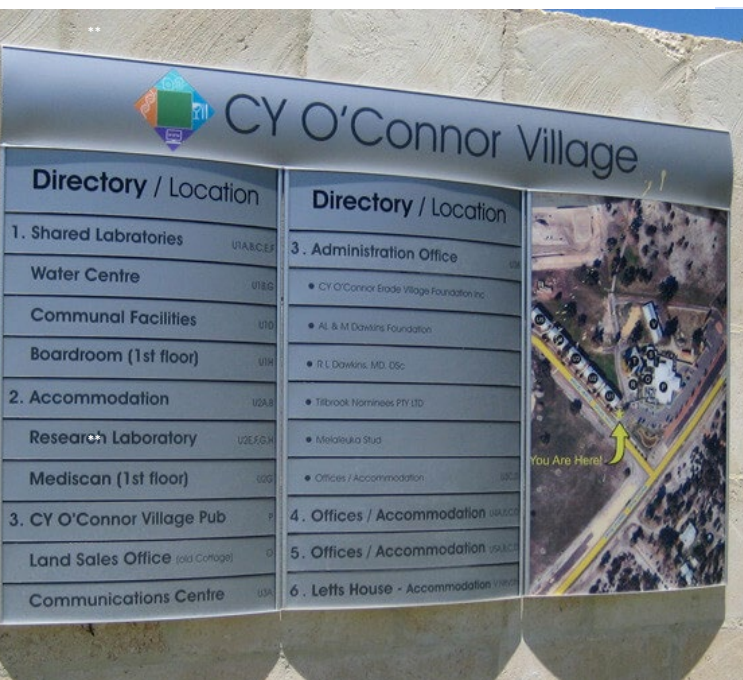


IMAGE SOURCE: MAIZEYS

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?

- | | |
|---|---|
|  <i>The client briefs the franchise store</i> |  <i>The client approves and signs off on the design</i> |
|  <i>A written quote is prepared for the client's approval</i> |  <i>The design is manufactured with high-grade quality materials</i> |
|  <i>Digital artwork or graphics are designed</i> |  <i>Signage is professionally and carefully applied or installed</i> |

DESIGN CONSIDERATIONS:

Once you have chosen a range of 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*
-  *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 range of signage and branding solutions, 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 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





012 285 0412
signarama.co.za