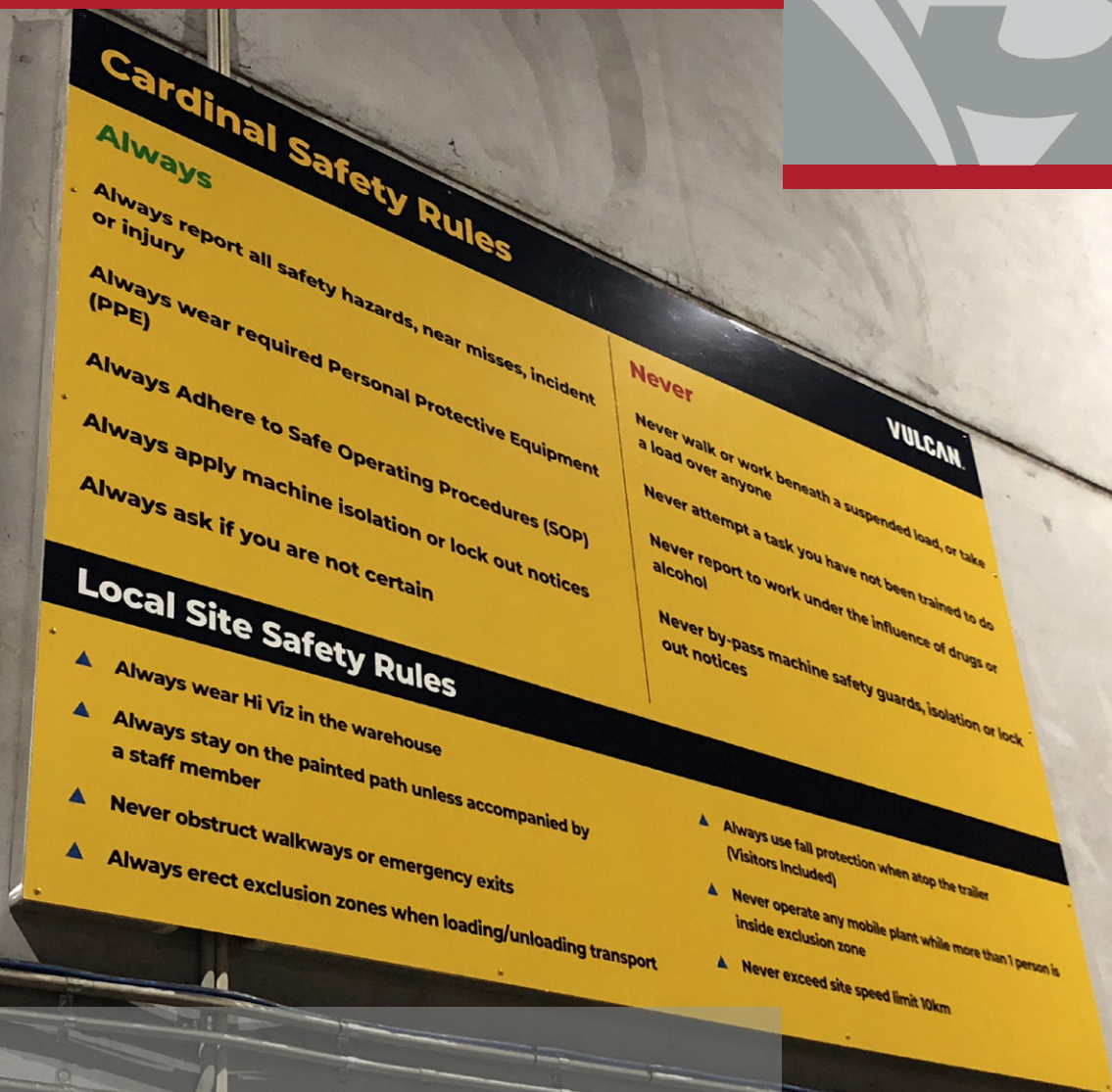


CONSTRUCTION & ARCHITECTURAL SIGNAGE



All you need to know
about construction &
architectural signage

Quick
Product
Guide

The construction and architecture industries rely on signage to uphold safety protocols, ensure on-site safety and to market their business. If you think of a live construction site, what comes to mind? A busy or often chaotic site filled with activity, machinery, workers and contractors. 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.



WHICH SIGNAGE PRODUCTS ARE BENEFICIAL TO THE CONSTRUCTION INDUSTRY?

Our range of products are designed to keep construction sites safe and market your business at the same time. We understand the specific demands and organization that goes into a construction site which is why we specialize in signage for this reason. We provide high-quality, durable and weather resistant signage that is delivered and installed on time. Understanding and respecting time sensitivity in the construction industry is something we pride ourselves on. An added advantage of working with us is that our national network of stores is geared to assist clients on the same project in different regions and provinces. *We call this the Signarama Difference.*

SAFETY SIGNS

METAL PANEL & POST SIGNS

MESH BANNERS

SITE SIGNS

VEHICLE SIGNAGE



OUR RANGE OF SAFETY & WAYFINDING SIGNAGE

SAFETY SIGNS

The Occupational Safety and Health Administration (OSHA) have strict standards and guidelines that must be adhered to at any building or construction site. Our range of safety and wayfinding signage are the solutions to this required procedure.

Our range of safety signs are created to be highly visible day and night and weather proof. Regulated signage that may be required include, but are not limited to; high voltage warnings, low overhead warning, slippery surfaces, no smoking signs and signage that reminds workers and visitors to wear the appropriate protective gear such as hard hats.



METAL PANEL & POST SIGNS

Robust signage used on the pavement or onsite serve the purpose of informing the community of construction taking place as well as an advertising mechanism. These signs are used to display your business information to passersby encouraging new leads.

MESH BANNERS

Clearly define the construction site and perimeter with mesh banners and signage solutions. Marketing different projects in progress or your business are a great way to gain valuable exposure in the industry to interested parties in the area.



SITE SIGNS

Site signs are generally installed around the perimeter of the building zone and are used to convey that construction is taking place for safety reasons. Branding these boards also acts as a marketing opportunity for the architects, construction company or contractors.

VEHICLE SIGNAGE

The best return on investment in branding and signage is through the use of attractive vehicle signage and branding mechanisms. Construction vehicles are usually in plain sight and if they are branded, this can increase the exposure of the business on and off the road which can translate into enquiries and contracts. We brand over 5 500 vehicles regionally each year, making us leaders in the vehicle branding and signage industry.

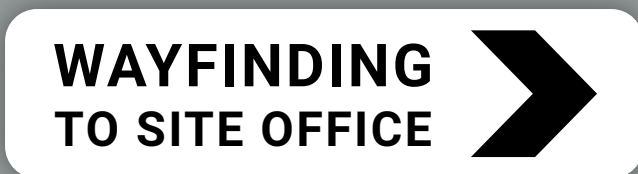


WE UNDERSTAND DEADLINES AND URGENCY

We are equipped to assist the construction and building industry on short notice as we know what the demands and time constraints can include. If emergency safety signage or solutions are required at a moment's notice, we will strive to meet the deadline by giving feedback on realistic timeframes and delivering on quality products.

As dedicated project managers ourselves, we will ensure that your point of contact is available to you so that you can be rest assured your needs are our priority. Our professional and expert team can be relied on to provide the best advice, products and service delivery.

QUICK USE GUIDE



CUSTOM CONSTRUCTION & SITE SIGNAGE

Speak to us about custom designing and producing signage for your site. We can include eyelets to your signage for ease of attachment to temporary fencing or mesh. We also produce signage that is lightweight yet durable and specifically designed to withstand the demands on-site. Our expert team can advise you on which materials will be best suited to your requirements too.



WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



Years of expertise and knowledge in the signage and branding industry



Network located across Southern Africa



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 and branding industry



Client-focused work ethic designed to help your business grow



Highly skilled workforce



Signarama is a credible member of The Franchise Association of Southern Africa (FASA)

HOW DOES IT WORK?

1



The client briefs the franchise store

2



A written quote is prepared for the client's approval

3



Digital artwork or graphics are designed

4



The client approves and signs off on the design

5



The design is manufactured with high-grade quality materials

6











Signage or promotional items can be delivered, collected, or installed if required



DESIGN CONSIDERATIONS

Once you have chosen the signage solution for your needs, the next step will be to consider how you want to convey your brand message, which brand elements matter and how a design can add to your bottom line.

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

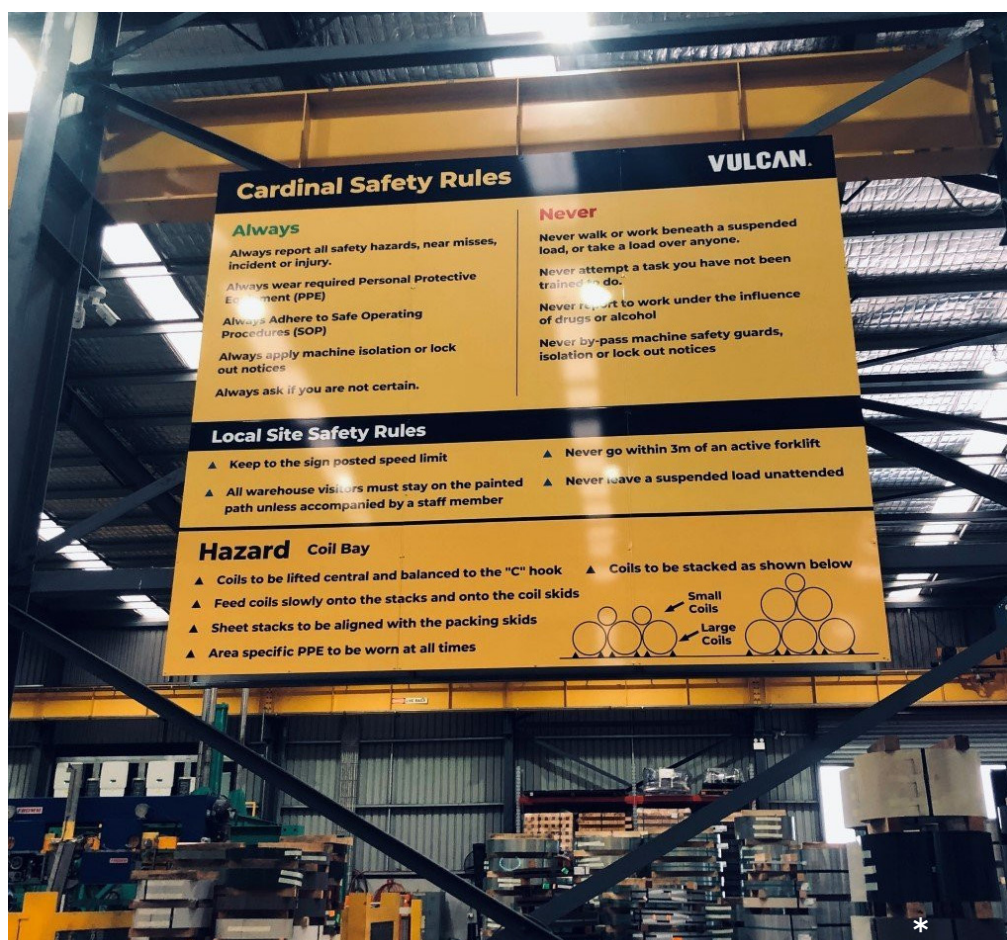
-  *Designs and graphics should be clear, concise and attractive*
-  *Over-complicated designs will detract from your message*
-  *Ensure the graphics represent your message appropriately*
-  *Short, sweet and eye-catching designs are best*
-  *Design for your target audience*
-  *Your brand name and logo should be highly visible*
-  *Adjust your design to meet your budget (don't skimp on design for cheaper prices)*
-  *Incorporate a clear call to action*



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 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 the design and manufacture of our signs. *We look forward to working with you!*



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 construction 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 construction 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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* Image credit: Signarama Australia



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