

# FACTORY & INDUSTRIAL SIGNAGE



All you need to know  
about factory &  
industrial signage

**Quick  
Product  
Guide**



We offer a professional range of signage suited to your factory, warehousing, manufacturing or production plant, to take the guesswork out of industrial signage for you. With years of expertise in the industry, we provide quality and professional products backed by expert workmanship.

Our range of outdoor, indoor, building and vehicle signage can compliment 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.





## BUILDING SIGNAGE

Your brand image and identity is as important to us as it is to you, which is why we specialize in professional building signs designed to convey this. Attractive and professional building signs are a way of indicating where you are situated, what you do and that your business is professional. Studies have shown that poor signage is a reflection on the brand so ensure your signage is professionally made and installed.



## WINDOW SIGNAGE



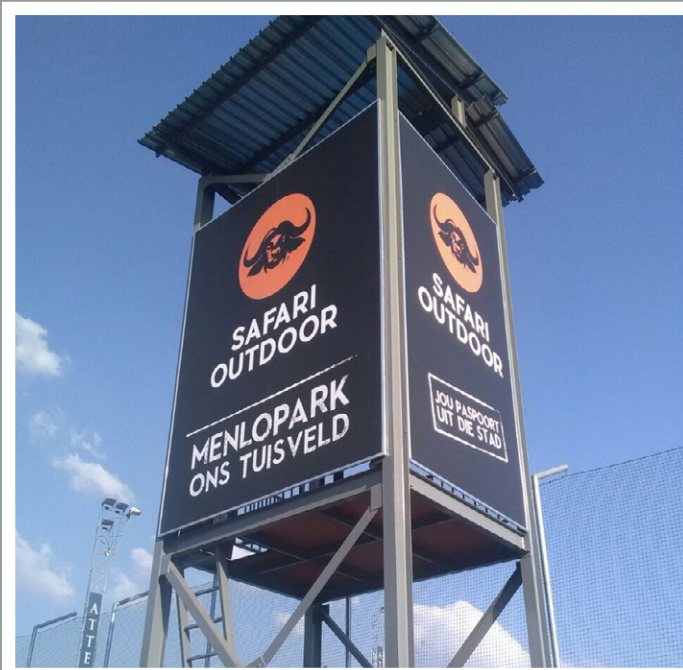
Convert your windows into billboards for your business. Brand your windows with your company logo and name or communicate important information such as 'Open to the Public' etc. Window frosting indoors is a great way to ensure privacy in certain areas within your premises. Meeting rooms, canteens and bathrooms can provide privacy with the use of window frosting.

## WAYFINDING & SAFETY SIGNS

Avoid accidents and minimize risks on your premises with the use of safety and regulatory signs. Safety is a priority in any industrial setting and all OSHA requirements should be catered for through the use of signs. Directional and parking signs are necessary to guide all people on your premises in the right direction.



## OUTDOOR SIGNAGE



Large pylon signs are great for attracting attention and providing visitors or clients with valuable information about your business. Billboards are a popular choice for busy areas or industrial areas as they highlight a business and indicate where the business is situated. Illuminated signage is also a great marketing investment for industrial settings as this signage is visible from afar, day and night, no matter the weather condition.



## FLOOR GRAPHICS

Floor graphics are especially useful in situations where noise levels are high and are great ways to catch an employee, visitor or client's attention.



## RECEPTION SIGNAGE

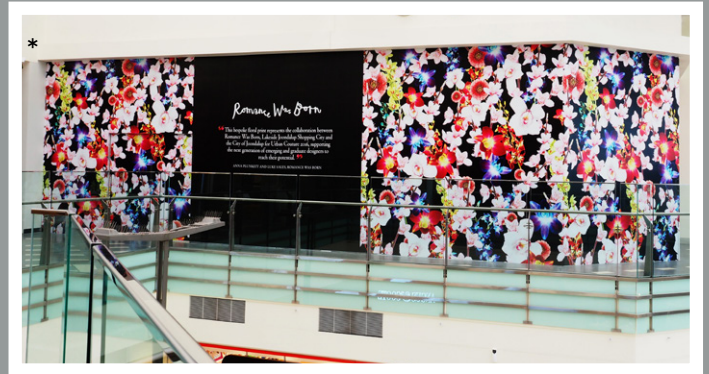


Create a warm and welcoming atmosphere with professional reception signage. Industrial spaces are synonymous with big open areas and walls which are usually unused as marketing potential. Add your identity, vision and mission statement to your interior with professional reception signage.



## WALLPAPER

The use of wallpaper can transform a cold and uninviting space into an interesting or fun interior. Spruce up your canteen, meeting area or employee areas with the use of creative wallpaper applications.



## SIGNWRITING



Large buildings are perfect for signwriting solutions as lettering can be painted directly onto walls communicating location, contact numbers or other important advertising opportunities.





## INDOOR AND ROOM SIGNS

Minimise confusion and guide employees, visitors and clients efficiently with the use of indoor or room signs. Demarcate rooms with numbers, information or indicate accessibility with signs.












## VEHICLE SIGNAGE



Brand your fleet with vehicle wraps, lettering or decals to market your business while on the road. This is a cost-effective form of marketing as the cost per impression is comparatively low. Up to 70% of road users will take note of branded vehicles which means the exposure you gain is priceless.



# 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. Signage can be delivered, collected, applied or installed if required



## INDUSTRIAL SIGNAGE IS SUITED TO THE FOLLOWING BUSINESSES

**FACTORIES**

**WAREHOUSES**

**MANUFACTURING PLANTS**

**PRODUCTION FACILITIES**

**WORKSHOPS**

**STORAGE FACILITIES**

## 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 factory and industrial 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*







012 285 0412  
[signarama.co.za](http://signarama.co.za)