

PROMOTIONAL SIGNAGE



Photo credit: Pierre Bassani

All you need to know
about promotional
signage

**Quick
Product
Guide**

Make a statement or make a memorable impact with custom branded promotional signage. Promotional signage is designed to attract attention and leave a lasting impression. Our range of branding solutions are designed for exhibitions, trade shows, events or as part of your current marketing arsenal. Take indoor and outdoor advertising to the max with striking designs and bring curious consumers to your doorstep.



Our product range comes in a wide variety of styles and sizes and are suitable for indoor and outdoor applications. These vibrant signage solutions will place your business on display and highlight where you are and what you do. Market a product, service, promo, or your brand by using attractive flags, banners, fabric walls, floor signs, A-Frames and Point of Sale signage solutions.



OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

BANNERS & FLAGS

FLAGS

Use full coloured flags as an extension of your brand.

TEARDROP BANNER

These banners are highly customisable and come in various shapes. Choose between teardrop, sharkfin, telescopic, feather, blade, or block banners.

PULL-UP BANNER

Pull-up banners come in retractable, roller or pop up variants. Banners can be changed and replaced into existing pull-up units.

Why banners and flags?

1. Lightweight
2. Portable and easy to transport
3. Quick and easy to assemble
4. Weather resistant
5. Cost-effective
6. Single or double-sided options
7. Convenient for indoor or outdoor use
8. Durable - flags and banners last 6 to 12 months
9. Available in fabric, PVC, or dye sublimation
10. Various poles and bases available as banner anchors
11. Commands attention
12. Customisable and highly visible



OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

EXHIBITION SIGNAGE

TRADESHOW / FABRIC WALLS

Fabric walls are essentially portable branded walls that act as a background. Stretch fabric is typically used but vinyl options can also be accommodated. Fabric walls or displays are the superior signage choice for exhibitions, trade shows and more.



Why use fabric walls and display stands?

1. Easy to store and transport
2. Easy to assemble
3. Highly attractive
4. Lightweight yet robust in design
5. Durable
6. High-quality dye sublimation printing process
7. Various shapes and sizes available
8. Concealed frame
9. Graphics or material can be replaced and used in existing stand
10. Crease-free due to fabric which is slightly stretched



OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

PAVEMENT & FLOOR

FLOOR GRAPHICS

Floor graphics can be decals or stickers which lead customers to your door or physically distance them outside and inside your establishment.

CAFÉ BARRIERS

Branded PVC or canvas café barriers are an affordable marketing option that encourages brand identity, crowd control and more.

ASPHALT SIGNS

Transform pavements, driveways, tarmacs and paths into a branding and marketing opportunity with a custom asphalt sign.

Why pavement and floor signage?

1. Highly effective and visible branding mechanism
2. Highly customisable with endless design applications
3. Cost-effective
4. Laminate decals ensure longevity and durability for high foot traffic
5. Easy to apply and use



OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

A-FRAME SIGNS

A-Frame or sandwich boards are versatile and dynamic, allowing for a multitude of uses designed for indoor or outdoor use. Choose between signs with a handle, aluminium snap frames, digital prints, branded blackboards or whiteboards, metal frames, plastic frames and more.

Why A-frames?

1. Lightweight and easy to manoeuvre
2. Portable and convenient
3. Different variants available
4. Easy to communicate changing information when interchangeable frame holders are chosen
5. Cost-effective
6. Attracts attention
7. Highly visible



OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

POS & MENU SIGNS

SNAPPER FRAMES

High-quality display units which can be single or double sided, made according to specification and suitable for indoor or outdoor use. We can provide both the snapper frames and posters that are placed in such frames for your added convenience.

POINT OF SALE SIGNS

Maximise your sale or pay points with branded POS signage. Leverage this space to encourage purchasing decisions.

MENU BOARDS

Whether you prefer digital or printed menu boards, we can assist you with all your menu related boards and signage.

Benefits of POS & promotional signs and solutions

1. Encourages brand loyalty and awareness
2. Easy and convenient marketing mechanisms
3. Cost-effective
4. Highly customisable
5. Influences consumer purchasing behaviour
6. Acts as a silent salesperson

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OUR RANGE OF PROMOTIONAL SIGNAGE SOLUTIONS:

PROMOTIONAL ITEMS

Any product can be a brand custodian whether it be t-shirts, caps, coffee mugs, pens, USB sticks or umbrellas, the sky is the limit. Speak to us about our promotional items and branding options to help grow your brand.



WHEN TO USE PROMOTIONAL SIGNAGE?

TRADE SHOWS

EXHIBITIONS

INFORMATION STANDS

HOMES ON SHOW

FESTIVALS

DEALERSHIPS

BRIEFINGS

EVENTS

ARENAS

EXPOS

GAMES OR MATCHES

POP-UP STORES

MOBILE BUSINESS BRANDING

SEMINARS

GENERAL ADVERTISING

MARKETS

STALLS

CONFERENCES



Photo credit: Signarama Australia



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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 a promotional 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 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*



Photo credit: Signarama Australia

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 promotional signage, 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 promotional signage. *This is the Signarama difference!*



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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.





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