

# SPORT & RECREATION SIGNAGE

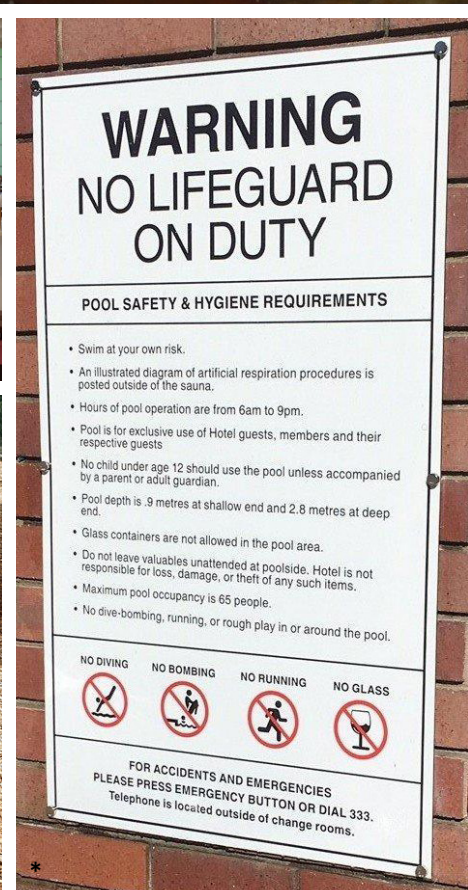


All you need to know  
about sport and  
recreation signage

**Quick  
Product  
Guide**

Let the public know exactly what your space is for. With our quality Sport and Recreation signage, you can make the most of your recreational spaces. Whether your goal is to give people guidance on where to go, let them know who you and your sponsors are or what rules to follow – we can assist!

Our signage can be chosen to best suit your environment and needs, whether this be indoor or outdoor, to ensure that your establishment enjoys visibility where it matters most.



# WHERE WOULD YOU SEE SPORT AND RECREATION SIGNAGE?

Sport and recreation signage would mostly be utilised in spaces used for sporting events, games, and practices such as sports clubs, sport fields and stadiums. Recreational areas such as public pools, gyms, parks, playgrounds, and beaches will also make use of this form of signage, to provide the public with important information and identifiers.



PUBLIC POOLS

GYMS

PARKS

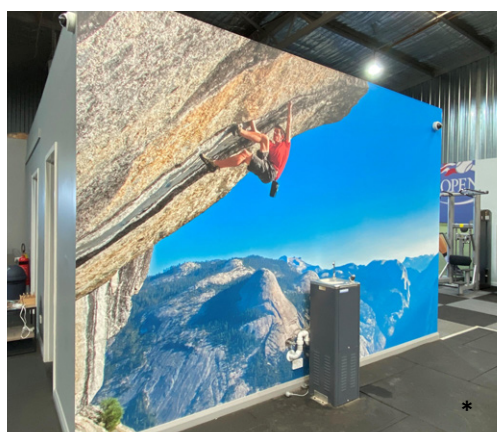
PLAYGROUNDS

BEACHES

SPORTS CLUBS

SPORTS GAMES

SPORTING EVENTS



# WHAT KIND OF SIGNAGE IS BEST SUITED FOR SPORT AND RECREATIONAL NEEDS?



**TEARDROP BANNERS**

Teardrop banners are used often at sporting events as they are a great way to quickly attract attention. For promotional purposes, whether it be for your sport team or sponsors, these flags are an ideal match. Although they can be utilised indoors, they are best suited for outdoor events due to their durability. Teardrop banners are not only an affordable signage option, but they are also portable, size customisable, and can be single or double sided.

Flags are an ideal way to attract visitors to your venue as their height makes them easy to spot. They can be temporary or permanent, which is ideal should you require them as a fixture to your sports club or merely for a once-off feature at a sporting event. Signarama offers full colour to ensure that your flag is bright and eye-catching.



**FLAGS**



**GAZEBOS**

With gazebo signage you can not only ensure a spot of shade for outdoor events, but you can also promote your team or sponsors. Gazebos can include material walls along the sides for maximum brand usage. They are durable, quick to set up and are portable making this unmissable solution perfect for any event!



## MESH BANNERS

A-frame signs have it all. They are great for indoor and outdoor use, can be made from metal or plastic and are portable. Whether you are looking to display logos or information, a-frame signs can be used. For sporting events, they offer a great way to show attendees where to go. For a more informational use, they are also ideal to display menus as they can be moved wherever you need them. These signs are cost-effective and offer different sizing options.



## WAYFINDING & SAFETY

A mesh banner is a standalone signage that is ideal for outdoor installation. These signs are completely waterproof, and UV protected making them perfect for all weather elements. Their durability also allows them to withstand extreme wind. The UV protection means that your signs will never fade. These signs can be customised to hold a simple logo or a more detailed design, making them great for sporting events.



## A-FRAMES

No matter what the situation wayfinding and safety signage is an important factor. Not only do they ensure that your space is following the relevant safety regulations, but they also give you the opportunity to guide attendees on where to go – whether it be the bathroom or the exit. Big or small, we work with you to guarantee that your signage is clear and strategically used.

# WHAT KIND OF SIGNAGE IS BEST SUITED FOR RECREATION?

## BUILDING SIGNS

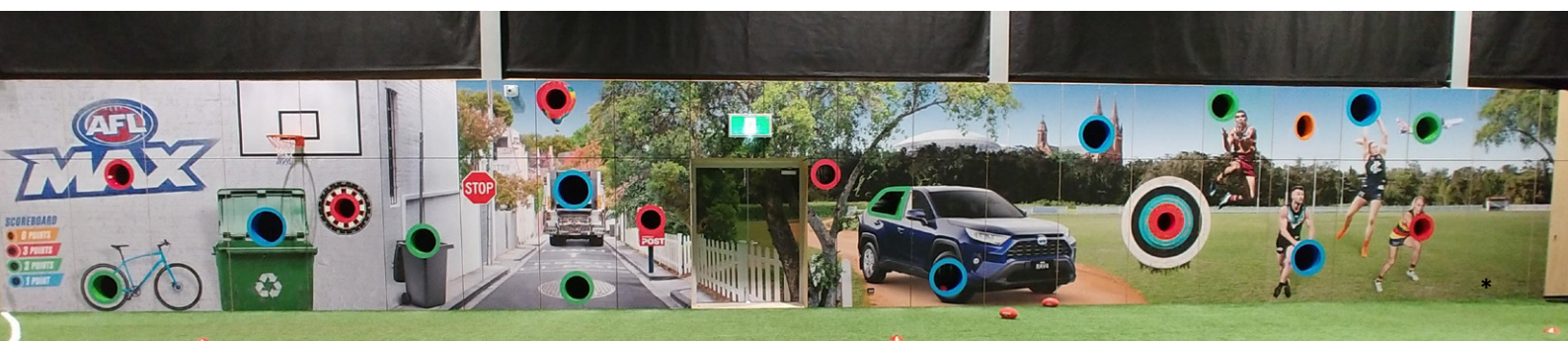
The best building signs make a mark in the community's mental map. By ensuring that your building is clearly marked, passers-by will know exactly where and who you are. This form of signage would be utilised indoor and outdoor in recreational centres to help identify the space and guide visitors.

## FENCE SIGNS

This is a great signage product to attract attention to your location as it can display relevant logos or important information. Fence signs are UV-rated, making them perfect for outdoor use.

## WAYFINDING & SAFETY

In recreational settings, wayfinding and safety signage is essential as most of the spaces they are utilised in are public. Wayfinding signs help familiarize visitors with their surroundings, while professional safety signage serves to keep visitors safe during their stay.



## OUR SIGNS ARE FULLY CUSTOMISABLE

We are specialists in signage and are therefore able to provide you with a wide range of custom signage solutions. Depending on your specific requirements, our experienced teams can help you select and install the signage that will best suit your location.

Should you require it, our design team can also assist in fully customizing the design of your signage so that you end up with exactly what you wanted.

**What we create  
depends on  
what you need!**







**Get in touch with your  
nearest Signarama  
store 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**
-  **Located nationwide as a network**
-  **Signarama is a credible member of The Franchise Association of Southern Africa (FASA)**

## HOW DOES IT WORK?

-  **The client briefs the franchise store**
-  **A written quote is prepared for the client's approval**
-  **Digital artwork or graphics are designed**
-  **The client approves and signs off on the design**
-  **The design is produced on high-quality material**
-  **The signage is professionally and carefully installed**



## DESIGN CONSIDERATIONS:

Once you have chosen a sports and recreation 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*



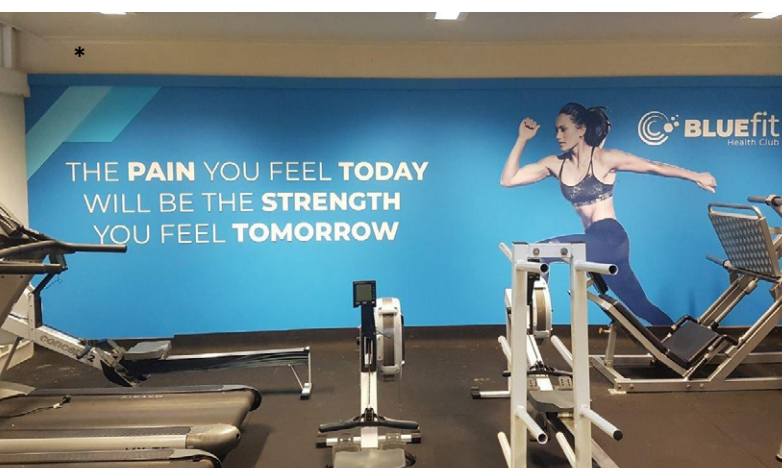
*Design for your target audience*



*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 sports and recreation 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 sports and recreation signs.

*This is the Signarama difference!*



# Thank you

for choosing Signarama for your signage needs.

Signarama is Southern Africa's biggest and most trusted signage franchise. From concept to installation, we can assist with all your signage and branding needs. Our range of sports and recreation 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 sports and recreation 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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