

ENTERTAINMENT & ART SIGNAGE



All you need to know
about entertainment
and art signage

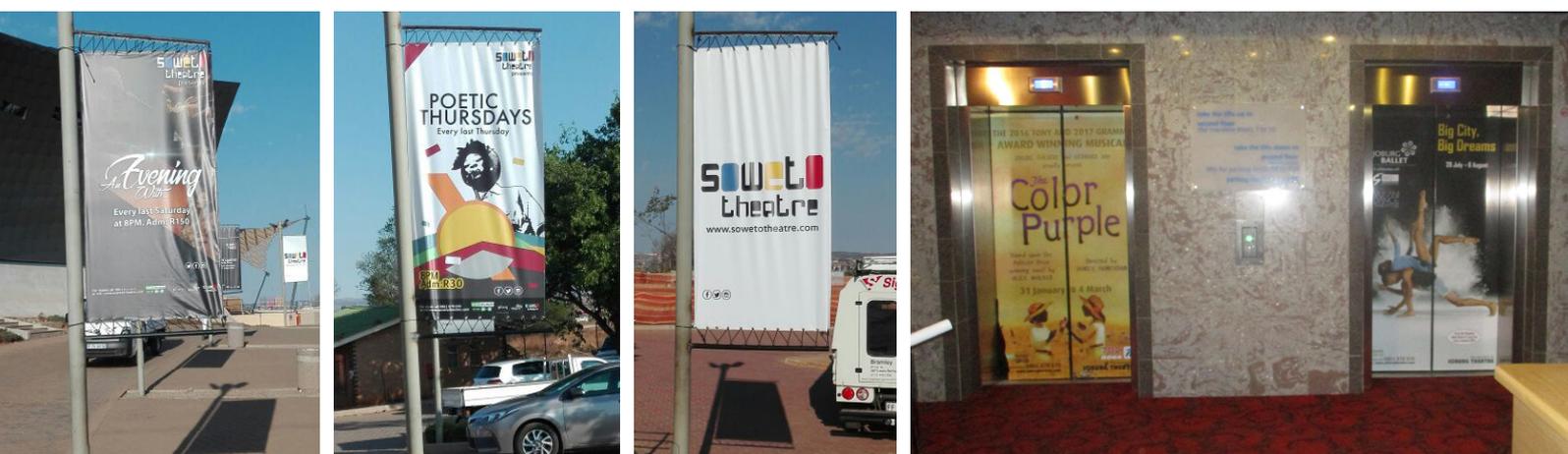
**Quick
Product
Guide**

Attracting the public to your space is an important part of what keeps the entertainment and arts industry booming. By utilising our premium signage solutions, we can expertly assist you in attracting the relevant audience and increasing engagement in your entertainment spaces.

Signage allows businesses and event coordinators to inform customers about upcoming happenings and provide them with quick but relevant information. Where entertainment spaces are considered, such as those for group activities, it is important to make use of signage to remind customers where to spend their entertainment budget and why your activity is worthy of it.



Once you have attracted your desired audience, it is also important to further ensure the correct signage is used to enhance the visual experience and, in the same process, market your brand. If you are looking to bring your entertainment message to life, Signarama's quality signage is the way to go!



SIGNAGE SOLUTIONS



BILLBOARDS

Billboards are a cost-effective outdoor solution to market your event or business to a large audience. They are eye catching signs that, with the right design, can leave a lasting impression. Their mega visibility makes them a perfect marketing tool for the entertainment and arts industry to help increase sales and activity.



BANNERS

Utilising banners for your entertainment area or event can act as a useful tool for advertising your business, or relevant sponsors. They can also be used as markers for your visitors. We can assist you with both tear-drop banners and pull-up banners, depending on what will best suit your requirements. Both are highly effective means of signage that are affordable, portable and offer high visibility.



WAYFINDING SIGNAGE

Making use of wayfinding signage in your event or business helps visitors adhere to safety regulations. It also assists with helping your customers effectively navigate your space and hence creates a more enjoyable experience, which is exactly what you want!

SIGNAGE SOLUTIONS



TEMPORARY SIGNAGE

Our temporary signage solutions, such as a-frames, are a cost-effective solution that can be used for a variety of purposes. Whether it's marketing your business, letting people know about upcoming shows, or displaying a menu, this portable signage solution is a fantastic choice.



ILLUMINATED SIGNAGE

Illuminated signage is the leading product choice for 24/7 visibility to market your entertainment and arts space. With customisations available for style, design and light colour, the possibilities are endless! This fun signage is simple to install, imparting a high-end finish guaranteed to attract your target audience.

DID YOU KNOW?

LARGE FORMAT PRINTING

Our large format printing solutions can also be utilised for your signage needs. This form of printing allows for high quality, large scale bold and bright printing results. Whether you need an exterior banner, or a large sign to display at an event, we provide leading signage solutions.

BENEFITS OF SIGNAGE IN THE ENTERTAINMENT AND ARTS INDUSTRY

1.

PROMOTES ENGAGEMENT

By using signage for entertainment and arts purposes, you promote engagement by reminding your target market about who or what you do. Signage can also be expertly and cleverly designed to encourage customer engagement and healthy conversation about your brand.

2.

IDEAL FOR TARGETED USE

Our signage solutions are perfect for marketing in this industry as they not only have the capability to be designed and directed to your target audience, but their placement can be done strategically to facilitate this as well.



3.

IMPROVES YOUR ATTENDEE'S EXPERIENCE

When effectively used, signage can help improve your customers overall experience, whether it be in a business or event environment. For example, wayfinding signage can easily aid in telling your customers where to go and what safety rules to be mindful of.

4.

BOOSTS YOUR BRANDING

Good signage helps boost your business branding. For event hosting it will help get your name out there and keep it fresh in mind for future events. For businesses offering entertainment services, it will help customers remember you next time they're looking for something enjoyable to do!

CUSTOMISABLE SIGNAGE SOLUTIONS

Looking for quality
customised signage?

We can assist.

Our qualified team members can help you choose a signage solution that will best suit your needs, and further customize its look and size to your specific requirements. Thanks to our years of experience, we have the knowledge to recommend where your signage should be placed for you to get the most from your investment.

We work as an extension of your marketing team to ensure that your vision is met. Get in touch with your nearest Signarama team today to get started.



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 an entertainment and arts signage solution, 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 entertainment and arts 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 both design and application of our entertainment and arts 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 entertainment and arts 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 entertainment and arts 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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