

# FARMING & AGRICULTURE SIGNAGE



All you need to know  
about farming and  
agriculture signage

**Quick  
Product  
Guide**



A vast majority of the farming and agriculture industry's success relies on good communication, as this ensures the correct execution of various processes and adherence to safety protocols. Signs are important for providing necessary information on your sites, such as warnings for potential dangers, directions for visitors and for marketing your brand. Therefore, using signage to your advantage in this industry ensures proper health and safety practices and helps build your business.



At Signarama we have experience in conveying messages across all industries and can help in finding the signage that will work best for your needs. Our experience allows us to know which signage will work best on your site and make sure that you follow any relevant regulations.

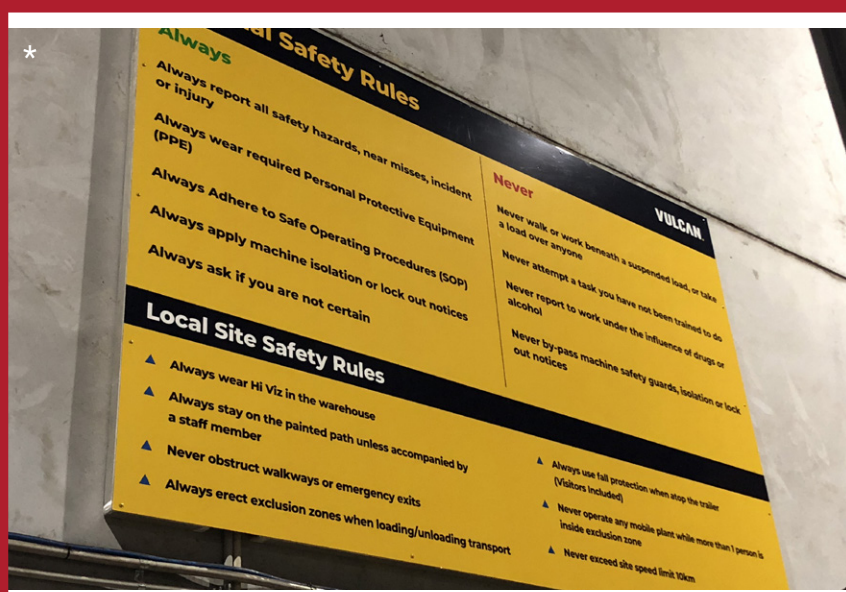




# SIGNAGE SOLUTIONS FOR THE FARMING AND AGRICULTURAL INDUSTRY

## SAFETY SIGNAGE

The primary objective of safety signage is to warn of specific hazards or indicate mandatory safety actions in demarcated areas. Since there are several threats in the farming and agricultural industry, it is essential to make use of safety signage to avoid accidents when employees are working with harmful substances, such as pesticides, or heavy machinery, such as tractors.



Safety signage is particularly important for heavy equipment typically found in this industry. This is to inform users on how to safely operate the machine and any considerations or precautions to take when doing so. Any major electrical installations should also be clearly marked as “danger” to keep employees aware of the risks. Using the correct safety signage is critical in this industry to meet the relevant legal requirements regarding employee and visitor safety.

# SIGNAGE SOLUTIONS FOR THE FARMING AND AGRICULTURAL INDUSTRY

## SAFETY SIGNAGE

Our safety signage solutions are made from a selection of corflute, aluminium or reflective vinyl, and are suited for both indoor and outdoor use. Our experts can also assist in helping you choose the material that will best suit your sign, depending on where it will be used. We can also assist in providing easy to understand signage.

Since not everyone thinks in the same way or speaks the same language, careful consideration needs to be given to ensure full understanding – but not to worry, our experienced team can assist with this as well.





# SIGNAGE SOLUTIONS FOR THE FARMING AND AGRICULTURAL INDUSTRY

## WAYFINDING SIGNAGE

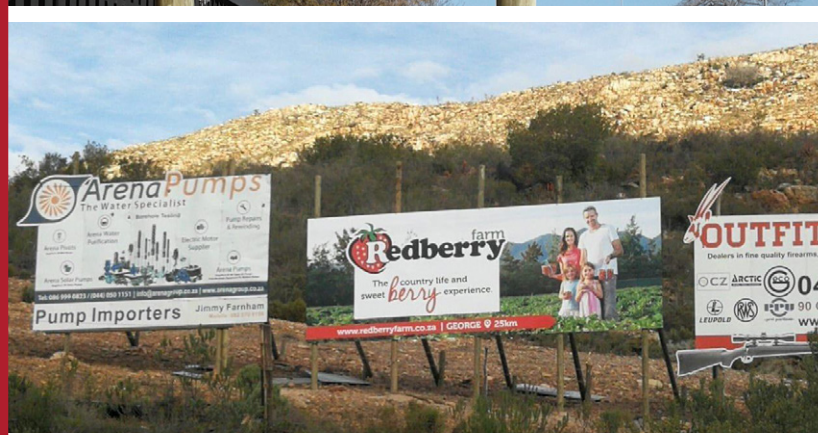
Depending on your farm's everyday activity, wayfinding signage is essential for a smooth operation. As industrial-sized vehicles are a common sight on farms and agricultural sites, it is important to have the necessary road signage present to guide your employees on where to go. Furthermore, the proper wayfinding signage should be displayed to help guide visitors.

With this kind of signage, visual cues are useful as they are quick and easy to read. They can also be easy to understand for individuals of all languages. Effective wayfinding also helps visitors feel safe and at ease in your space.



# SIGNAGE SOLUTIONS FOR THE FARMING AND AGRICULTURAL INDUSTRY

## WAYFINDING SIGNAGE



Although road signage may not initially seem like an urgent need for this industry, you would be surprised by how necessary this signage is! Road signs are important for safety and efficiency. From gate signs to proper traffic signs, much is needed to keep a site running well in this sector. These signs need to be correctly manufactured in accordance with the relevant laws depending on the kinds of vehicles in operation. The experts at Signarama are available to make sure that your wayfinding signage meets all of these requirements.



# SIGNAGE SOLUTIONS FOR THE FARMING AND AGRICULTURAL INDUSTRY

## BRANDING SIGNAGE

Over and above the essentials, signage for branding and marketing purposes is still important! These signs help refine your businesses brand and increase brand exposure. Branded signage also helps bring in new clients and is a cost-effective way to promote your business.

Investing in signage for your marketing can also act as a year-long marketing campaign when cleverly placed. Even if your business is not operational year-round, your signage will help keep you in potential clients' minds!



When refining your brand, you also automatically help differentiate yourself from your competitors. From freestanding to mounted signage solutions, Signarama can assist with a sign for all applications no matter what size is needed.

## BENEFITS OF SIGNAGE FOR MARKETING



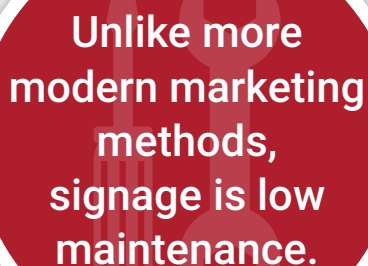
Helps  
build brand  
recognition.




Signage is a  
cost-effective  
way to leave  
an impression.



Gives you an  
advantage over  
competitors.



Unlike more  
modern marketing  
methods,  
signage is low  
maintenance.



Signage helps  
spark interest in  
your business.

## 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

*The signage is professionally and carefully installed*



# 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*



*Network located across Southern Africa*



*An authoritative voice in the signage industry*



*Client-focused work ethic designed to help your business grow*



*High-quality materials used in all signage applications*



*Signarama is a credible member of The Franchise Association of Southern Africa*



## DESIGN CONSIDERATIONS

Once you have chosen a farming and agriculture 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 farming and agriculture 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 farming and agriculture 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 farming and agriculture 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 farming and agriculture sign or a range of signs, you can 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*



\* Image credit: Signarama Australia





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