

# GOVERNMENT & MUNICIPAL SIGNAGE



## Indoor Sport Facilities



### CONDITIONS OF ENTRY

This facility is used at own risk and the Ekurhuleni Metropolitan Municipality shall not be held liable for any injury or death suffered during the visit or for any loss or damage to possessions.



**RIGHT OF ADMISSION RESERVED**

All you need to know  
about government  
and municipal signage

**Quick  
Product  
Guide**

We understand why signage is vital, and this extends to signage used in the Government and Municipal sector. These signs often act as mediums to inform and guide citizens in the spaces they are used. Signage serves to benefit the general public, as well as keeping employees knowledgeable and engaged in their work setting.

Signage in this sector can be found in an array of spaces considered to be Governmental or Municipal – this can range from indoor signage for buildings, such as traffic departments and police stations, to outdoor signage for public spaces, such as parks and beaches.



# WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

## BUILDING SIGNAGE

The best building signs form part of a city's fabric. Through professional building signage, the investment made ensures that a location is part of the surrounding communities' mental map. By ensuring that the property in question is clearly marked, local landmarks for the community are created, promoting access for local citizens to their relevant municipal and government institutions.



# WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

## VEHICLE SIGNAGE

With the use of vehicle signage in the Government and Municipal sector, citizens are able to easily identify official vehicles, such as traffic officials and local police services. The vehicles owned by Government departments are also often larger and require different safety protocols regarding their usage, therefore signage not only acts as identifiers but is also needed for relevant health and safety warnings.



# WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

## WAYFINDING SIGNAGE

In a public setting wayfinding signage can easily be considered vital to guide the public to where they need to be, even in the smallest of spaces. Whilst ensuring ease of navigation for visitors, there is a further benefit. It often saves employees time and allows them to focus their attention on more important tasks rather than provide direction.

Outdoor wayfinding signage offers easy identifiers to the public, for practical considerations such as using the correct parking and building entrance connected to their reason for visiting.



# WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

## WAYFINDING SIGNAGE

Indoor wayfinding signage offers similar guidance to the public, but rather can act as a means for the public to find the correct office or service counter they need to be at, indicate where restrooms are, as well as help indicate necessary emergency exits.

It is important that wayfinding signage is clear, visible, and strategically placed. Our wayfinding signs include a wide variety of products suited for both interior and exterior requirements. Whether you simply want to direct visitors to you or offer guidance to those with special needs, you can count on us.



## WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

### WALL SIGNAGE

Utilising the ample space usually provided by walls for signage is a wonderful way to improve an office interior, not only a decorative manner, but also a functional one. Wall signage can be utilised to help improve the everyday mood of employees or act as markers to guide the public on where they should go.

When deciding on wall signage it is important to consider your space, the material of your wall décor, the message you wish to send as well as the design you would like when deciding on your signage. At Signarama, we employ only professional designers to ensure that our wall decal designs are both sleek and clearly legible, even from a distance. Our signage is also completely customisable to ensure that it fits your vision perfectly.



# WHAT IS THE SIGNAGE THAT SHOULD BE UTILISED IN THE GOVERNMENT AND MUNICIPAL SECTOR?

## WINDOW SIGNAGE

Window signage is an extremely useful means to catch the eye of passers-by and make the most of a blank space. In the Government and Municipal sector, these are useful to display exactly what each space is for and to provide further information to the public in a clear and visible manner.

In an office setting, window frosting adds both an air of sophistication and serves to extend branding across several locations. It can be utilised to display information to the public, such as trading hours at the front door.

Window frosting is also a useful tool to help create privacy without compromising on natural light. Window decals or lettering, made from varying grades of vinyl, can also be used as a temporary or permanent addition to your space.



# WE ARE EXPERTS IN INDUSTRY SOLUTIONS.

Signarama is the world's largest, full-service signage network, with over 40 stores across Southern Africa. We rely on the latest technologies and have the flexibility to offer our customers a wide range of available signage materials to serve their signage needs



# WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?



*Years of expertise and knowledge in the signage and branding industry*



*An authoritative voice in the signage industry*



*Highly skilled workforce*



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



*Creative and efficient production and design practices*



*High-quality materials used in all signage applications*



*Professional installation and application*



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



*Network located across 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** Professional and careful installation rounds off the project.



## DESIGN CONSIDERATIONS

Once you have chosen the signage solution for your municipal or local government establishment, the next step will be to consider how you want to convey your brand message, which brand elements matter and how the design can cost effectively aid in servicing community obligations.

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 signage 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 both design and application of our signs.

*This is the Signarama difference!*



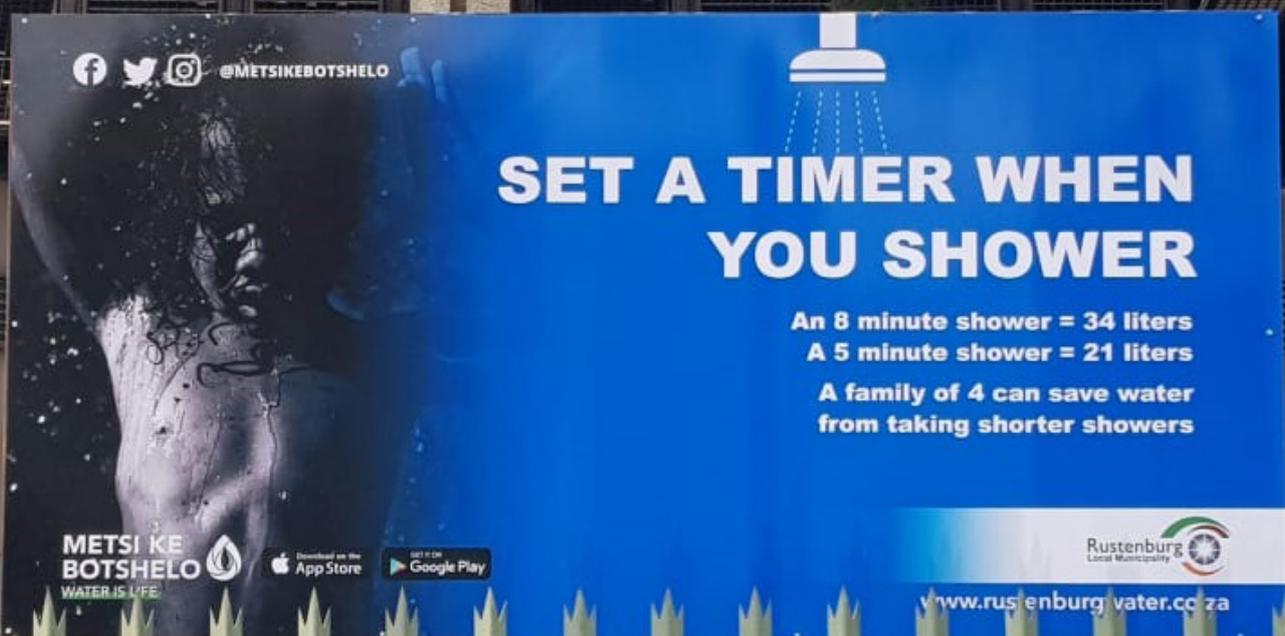
# Thank you

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 you with all your signage and branding needs. Our range of 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*





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