

# RETAIL, SHOP & STOREFRONT SIGNAGE



Photo credit: Pierre Bassani

All you need to know  
about retail, shop and  
storefront signage  
and branding

**Quick  
Product  
Guide**

## DID YOU KNOW?

International research indicates that the quality of your signage affects the perception of consumers in terms of judging your business. For example, excellent signage will persuade them that your business is professional and trustworthy.

Up to **70%**  
of customers use  
signage as a reliable  
information indicator!

*Good quality signage  
tells customers you  
mean business and  
you're good at it!*

Establish your brand, grow your business and increase your bottom line with attractive fascia signs, store or shopfront signs, lettering, decals, illuminated signs and window signage. Our outdoor and indoor signage range can suit any branding need for any budget. We also offer a range of custom and striking building and promotional signage solutions to choose from.



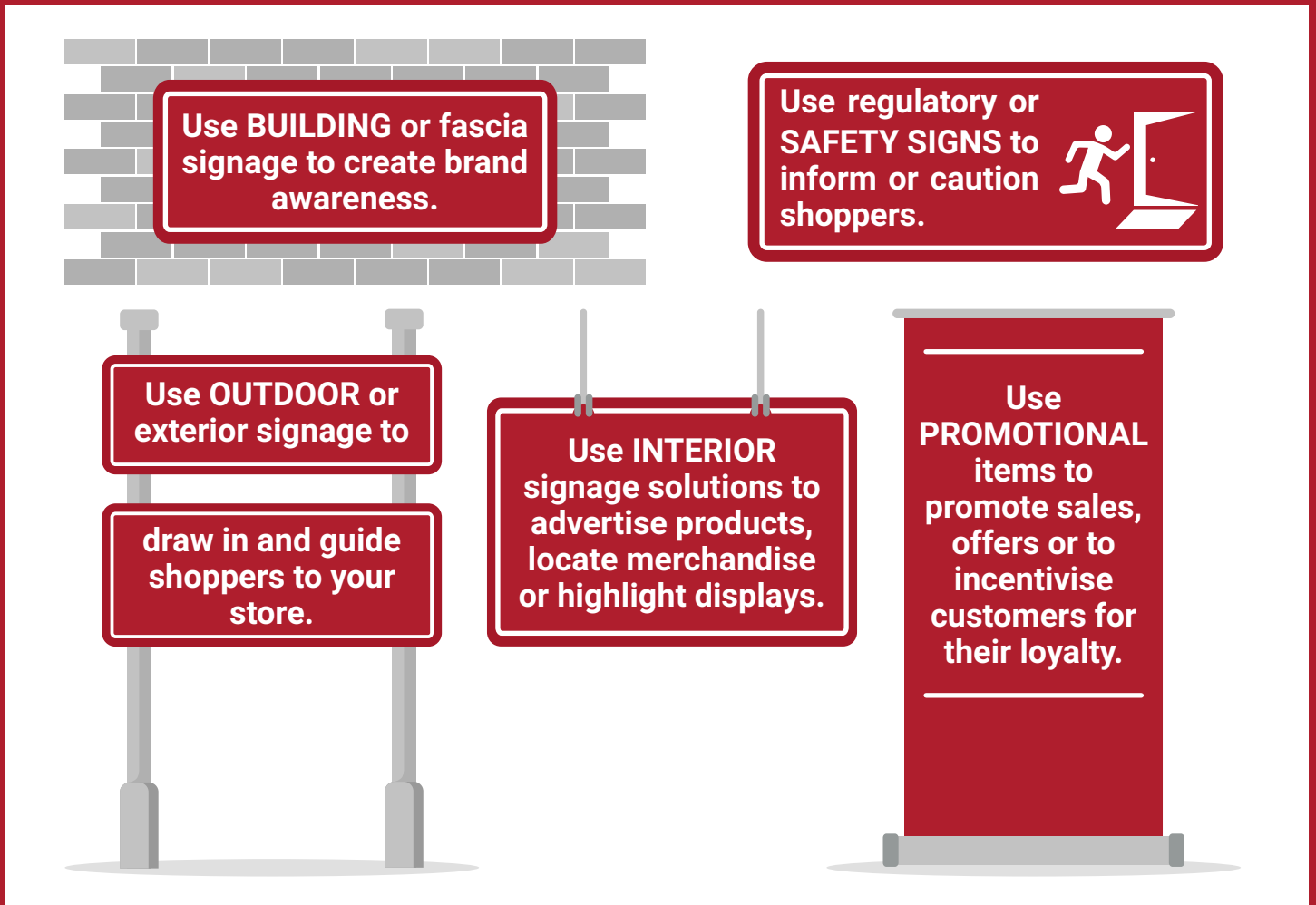
## OUR RETAIL AND SHOP SIGNAGE OFFERING:

We have a wide range of indoor, outdoor and promotional solutions to suit your industry and trade. Signarama is equipped to successfully brand shopping mall exteriors and interiors, big brand stores or retail outlets, independent shops and storefronts, to name a few.



Signage is often referred to as the silent salesperson for your business and can assist customers when salespeople are not immediately available. Use custom designed and manufactured signage solutions in various ways to invite, entice and retain shoppers.

## QUICK APPLICATIONS:



## OUR SIGNAGE SOLUTIONS ARE SUITED TO:

**STALLS** **CAFÉS** **KIOSKS** **MARKETS** **RESTAURANTS** **RETAIL STORES**  
**SHOPPING MALLS** **FOOD COURTS** **PETROL STATIONS** **ARCADES** **BARS**  
**BUY IN BULK STORES** **FACTORY OUTLETS** **DEPARTMENT STORES** **SHOPS**  
**SUPERMARKETS** **CINEMAS** **FRANCHISE STORES** **INDEPENDENT SHOPS**  
**ENTERTAINMENT CENTRES** **CASH AND CARRY**

# OUR RETAIL, SHOP AND STOREFRONT SIGNAGE RANGE:

## BUILDING SIGNS

Building signs convey the face of your business – make it count! Ensure your first impression is a good one by using professional and creative signage. These signs are typically installed on the exterior of a building to identify your business.



Photo credit: Pierre Bassani



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Choose from our range of **BUILDING SIGNS**:

### COMPANY SIGNAGE

Lightboxes • Metal Signs • 3D Signs  
Reception Signs

### WINDOW SIGNS

Graphics • Frosting • Decals • Lettering

### ILLUMINATED SIGNS

Neon • Lightboxes • LED Backlit  
LED Moving • 3D Illuminated Letters

### WAYFINDING & SAFETY SIGNS

Directional • ABS Signs • Safety  
Accessibility

### SHOP SIGNS

Shopfront Signs • Fascia Signs 3D  
Logo Lettering



# OUR RETAIL, SHOP AND STOREFRONT SIGNAGE RANGE:

## OUTDOOR SIGNS

Outdoor signs are similar to building signs except that they are typically not attached to the building exterior. These signs can be freestanding or mounted and are suited to outdoor applications.



Choose from our range of **OUTDOOR SIGNS**:

BILLBOARDS

PYLON SIGNS

METAL & ALUMINIUM  
COMPOSITE SIGNS

Choose from our range of **INDOOR SIGNS**:

WALL SIGNAGE

Wallpaper • Decals • Graphics

SHOP SIGNS

Shopfront Signs • 3D Logo Lettering

WINDOW SIGNS

Graphics • Frosting • Decals • Lettering

PAVEMENT & FLOOR

## INDOOR SIGNS

Indoor signage is used to enhance your brand. These signage solutions are best suited to attract attention in malls or shopping centres where a wider range of consumer offerings are presented. Wall signage and window signage add that extra kick in retail marketing - where you need it most.



# OUR RETAIL, SHOP AND STOREFRONT SIGNAGE RANGE:

## PROMOTIONAL ITEMS

Perfectly suited to the retail space, we have anything and everything you may require to fully service your customers. From posters to pamphlets, boards to counters and even floors and staircases, Signarama has a retail signage solution suited to you.



Choose from our range of **PROMOTIONAL ITEMS:**

FLAGS

A-SIGNS

BANNERS

POINT OF SALE

CAFÉ BARRIERS

SNAPPER FRAMES

PAVEMENT & FLOOR

PROMOTIONAL ITEMS

MENU BOARDS & MENUS



## DESIGN CONSIDERATIONS:

Once you have realised the immense marketing potential of retail signage and branding, the next step will be to consider how you want to convey your brand message, which brand elements matter and how the design can convince shoppers to spend money in your store or restaurant.

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*
- *Make use of consistent designs across all your marketing efforts*
- *Design for your target audience*
- *Your brand name should be highly visible*
- *Adjust your design to meet your budget (don't skimp on design for cheaper prices)*
- *Use illuminated signage or lettering for maximum impact and visibility*
- *Consider colour psychology and contrasting colours for better exposure mechanisms*
- *Font types and size should be legible and easy to read*





# BENEFITS OF RETAIL, SHOP OR STOREFRONT SIGNAGE

- 1 *Drive customer traffic into your store*
- 2 *Influence customer purchasing decisions*
- 3 *Brand awareness*
- 4 *Provide information on services, products, promotions or sales*
- 5 *Cost-effective*
- 6 *Portray brand reputation*
- 7 *Highly visible*
- 8 *Scope to customise your message in creative ways*



# THE SIGNARAMA SERVICE SPECTRUM:

Our spectrum of service offerings ensure that your signage needs are fully met – from conception right through to the final application or installation. Only the best is good enough in the retail industry, which is why we have a full-service portfolio to better serve all our clients.

## INSTALLATION SERVICES

MANUFACTURING | INSTALLATION OR APPLICATION | MAINTENANCE

We prepare and manufacture our signage to strict specifications and strive for high quality outputs, which is why once we have professionally applied or installed your product, we offer maintenance services to keep it in tip-top shape! Protecting your investment and ensuring maximum visibility and exposure at all times is just as important to us as it is to you!

## PROJECT MANAGEMENT

For ease of the concept to installation process and added convenience - Signarama offers project management services in order to deliver on projects in a timely and professional manner.

## CREATIVE SERVICES

BRAND AUDITS | DESIGN | SIGN WRITING

Our highly experienced team is efficient at conducting brand audits, design conception and sign writing – no matter your need, we are here to assist you.

## PRINTING SERVICES

Our printing services extend from decals to stickers to wall décor – if you can dream it – we can print it!



# WHY CHOOSE SIGNARAMA FOR YOUR SIGNAGE NEEDS?

-  *Years of expertise and knowledge in the signage and branding industry*
-  *High-quality materials used in all signage applications*
-  *Highly skilled workforce*
-  *An authoritative voice in the signage industry*
-  *Creative and efficient production and design practices*
-  *Client-focused work ethic designed to help your business grow*
-  *Professional installation and application*
-  *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*
-  *Storefronts, fascia's or shop interiors etc. are measured and photographed*
-  *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*
-  *Retail or shop signage is professionally installed or applied*



Photo credit: Pierre Bassani

# 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 our 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. Signarama is well adapted in the retail giant sector with a portfolio that boasts many big-name brands and franchises. *Big brands trust us – you can too!*

We take great pride in our retail signage and branding, 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 the design, application or installation of your building, indoor, outdoor or safety signage. *This is the Signarama difference!*

# THE MARKET

Photo credit: Pierre Bassani



# 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 retail, shop and storefront signage or branding needs. From billboards to illuminated signage to storefront branding, we can help you attract customers and usher them through your door.

Numerous research studies confirm that consumers ignore signs that are too small, difficult to read, poorly placed or not adequately lit. Colour, font, spacing and visuals that are too distracting also influence shopping behaviour. Getting your retail signage right is important if you want to attract paying customers.

With over 20 years of experience in the industry, Signarama prides itself on professional retail signage and branding solutions that help grow your retail business. We know what works in every kind of retail setting and space, which is why you can depend on us for effective signage clout.

*Say it right! Say it with a Signarama sign!*



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