

WINDOW & WALL GRAPHICS



All you need to know
about window and
wall graphics

Quick
Product
Guide

Make effective use of the space you have to make a memorable impact. Whether your goal is to promote your business, launch a product or service or build on your brand's culture, window and wall graphics can be a suitable branding solution for you.

Maximise your windows into marketing powerhouses and transform walls into messaging boards with our range of professional window and wall graphics.

Our window and wall graphic range is suitable for any industry in any sector.



VISUAL MARKETING FOR BETTER IMPACT

Studies have shown that the brain processes **visual cues** up to **60 000 times faster** than with text.

Visual content has the potential to be more engaging and more impactful than any other marketing technique. This means that you can increase traffic into your business or increase brand exposure through the use of visuals on your windows and walls. The great news for you is that we can translate this into a branding opportunity for your business with our custom product range.

Use a combination of:

GRAPHICS

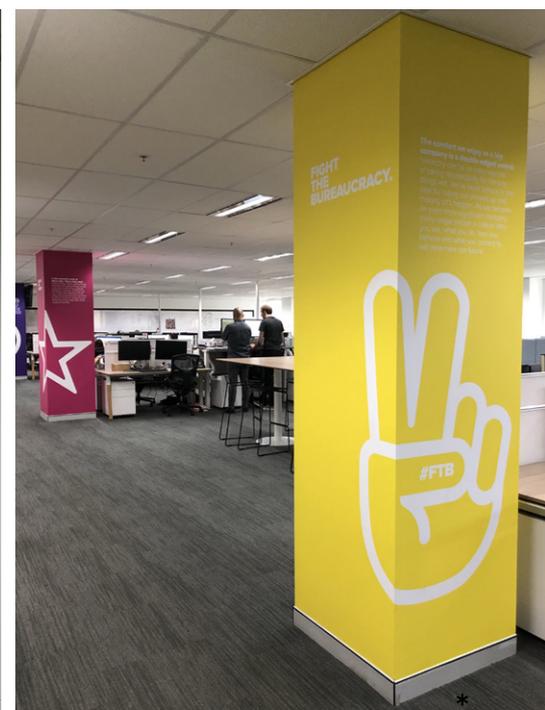
COLOUR

DEPTH

TEXTURE

to encourage consumer buying behavior.

Invest in quality and professional signage to attract customers and keep them returning. If 90% of all purchases are done subconsciously, you can influence such decisions through the use of branded signage that is attractive and memorable.

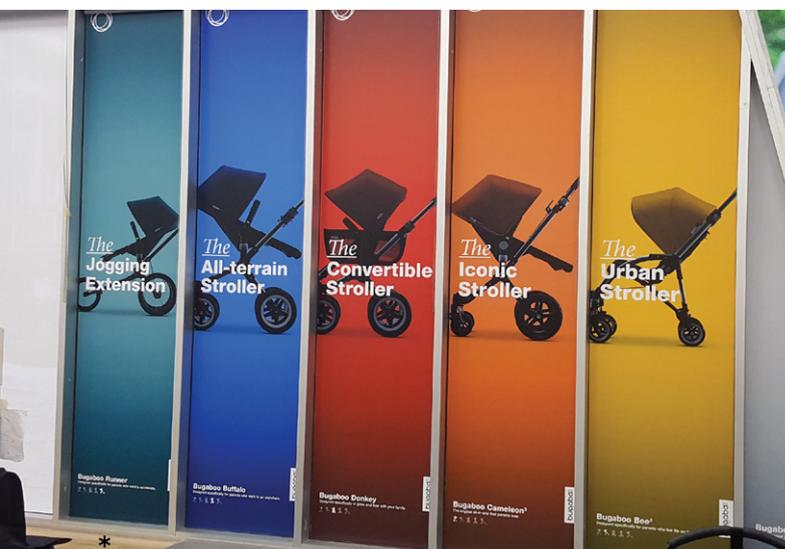


QUICK VISUAL MARKETING STATISTICS

Up to **65%** of people are **VISUAL LEARNERS** meaning they retain visual cues better than text

More than **65%** of **VISUAL INFORMATION** can be recalled up to 3 days after being exposed to it

VISUAL MARKETING triggers emotions and can encourage consumer behaviour



THE BENEFITS OF WALL GRAPHICS

- 01 Highly customisable and interchangeable
- 02 Can act as a permanent or temporary marketing mechanism
- 03 Enforce your brand identity, company culture or vision with wall graphics
- 04 Transform walls into exciting or interesting vertical features
- 05 Visual marketing mechanism that attracts attention
- 06 Cost-effective means of internal and external communication

OUR WALL GRAPHIC SIGNAGE RANGE

WALL GRAPHICS & DECALS

Transform your wall into a masterpiece with custom designs for your business. Self-adhesive options which are easy to use, apply and remove.



WALLPAPER

Bring your walls to life with branded wallpaper or create a specific atmosphere with a custom design to illicit the ambience you require. Select a matte or textured finish.



THE BENEFITS OF WINDOW GRAPHICS

- 01** Maximise promotions and sales with window graphics
- 02** Invite customers inside
- 03** Bring a business space to life with the use of window graphics, lettering or frosting
- 04** Enforce brand awareness and identity
- 05** Communicate that you are open
- 06** Create areas of privacy and solitude with window film or frosting

OUR WINDOW GRAPHIC SIGNAGE RANGE

GRAPHICS

Choose between different types of vinyl available with or without a laminate overlay.



LETTERING & DECALS

Durable and simple to use lettering, graphics, numbers and more.



CABLE DISPLAYS

A professional way to display your products, services or promotions in the window of your establishment.



FROSTING

We can assist with any kind of frosting design suited to your specific needs.



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**
-  **Signage or promotional items can be delivered, collected, or installed if required**



DESIGN CONSIDERATIONS:

Once you have chosen a window or wall 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 a 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*
-  *Your brand name and logo should be highly visible*
-  *Incorporate a clear call to action*
-  *Adjust your design to meet your budget (do not 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 promotional 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 the design and manufacture of our window and wall signage.

This is the Signarama difference!



* Image credit: Signarama Australia

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 signage and branding needs. Our range of branding and signage solutions are 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 combination 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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