

Starting a new Business

A Signarama Guide for new business ventures, re-locations and refits.



EXPERTISE
KNOWLEDGE
EXPERIENCE



"What a great job by our local Signarama team. They did all of our signage at our last office, and when we relocated to our new warehouse and office, Signarama was our only point of call for all of our signage. From the large outdoor sign, warehouse signage and window graphics they did it all in a professional and timely manner. If you require any signage give them a call."

Sam McMahon



Taking the Stress out of Signage

It's a big step starting a new business. It's risky, it's exciting. It might be your dream or a series of problems to solve. It could be that you're starting from scratch, taking over an existing business, branching out and expanding or changing your location. Maybe you're rebranding or refitting an existing premises. Whatever the case, you've got a lot to think about.

The good news is that we're here to help you make sure your business is shown off to its greatest advantage, attracting customers even when you're closed for the day, and bringing your brand to life.

We're signage experts with over 30 years' experience helping businesses profit from their street presence and using their physical space to communicate a safe and welcoming environment.

We prepared this guide to help you create a plan to maximise your real estate opportunities, bring your brand and offerings to life and help your business blossom.

Use this guide to assess your mandatory signage needs, and to explore your options with both traditional and new age high-tech signage products.

Alternatively, you can outsource the planning to us.

We'll do a free on-site signage requirement assessment, provide you with a preliminary plan and work with you to make it a reality.

No matter where you start, we're here to help at every stage of your journey.

POPULAR OPTIONS

- **Awnings & Fascia**
- **Building Wraps**
- **3D Fabricated Letters**
- **LED Backlit Signs**
- **Large Window Graphics**
- **LED Neon Signs**
- **Vehicle Signs**



A SIGN OF GOOD THINGS TO COME

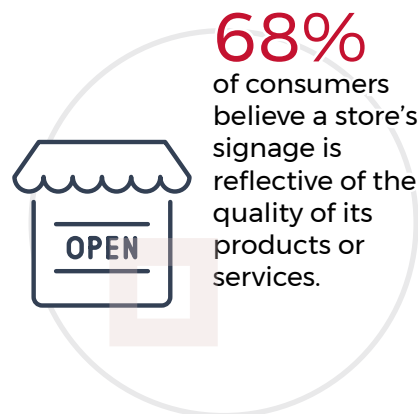
Signage is a Strategic Investment

All growing things need attention to become strong. Your new business needs to build a presence so that it gets the attention it needs from customers to become profitable.

The most cost effective and sustainable way to call attention to your business is by making sure you've shined a light on it.

And the best way to do that — a well-branded, creative, hard-working signage program.

Here's some stats, just in case you weren't already convinced that investing in signage is a strategic marketing priority.



Why work with us?

Our success is your brand brought to life

We've been serving communities with quality products and outstanding customer service for over 30 years.

There isn't a tricky site, a pesky restriction, a narrow budget, or a need to be creative we haven't met.

And that's precisely what we love doing. Solving problems, offering the latest products, and going the extra mile with innovative solutions that make your business stand out.

Because when you win, so do we.

Every Signarama sign centre offers full-service signage options that you simply cannot get anywhere else. Whether it's one sign or hundreds, temporary banners or permanent monument signs, we are committed to providing an exceptional experience for every customer every time.

Our commitment to quality is unmatched. It's what's helped us climb to the number one spot in the industry.

We're 100 locations strong Australia-wide so there's sure to be a Signarama close to you.

We're part of the world's largest sign franchise, approaching 1,000 locations in 60 countries – truly making us the way to grow your business.



SITE ANALYSIS

Your Planning Starts Here

The first step is an analysis of your site from both an external and internal perspective, listing all your signage needs and opportunities.



"It was a fantastic experience from start to finish. The staff are friendly and energetic and it was just a pleasure working with them."

Jair Duke

Step

1.

External site inspection

Look at me Signage

Complete a site inspection to determine what walls, awnings, windows and other surfaces are available for signage.

Consider all the angles your site can be seen by potential customers – whether you are a street shop or in a shopping centre.

Take note of issues such as buildings or trees that might obscure the site, also glare from the sun or from the ambient streetlight or the signage of other buildings. If you're in a centre, check to see if your site can be seen from galleries above and below.

Walk and drive past your business from all directions and under different light conditions to determine the best location for your signs.

It's also worth considering the signage of surrounding businesses. You want to stand out for your target audience with your own colour scheme, lettering style and graphics.

There may also be signage guidance available from your local council, retail precinct or the centre your site is located in. It will be important to pay attention to any restrictions that might apply.



YOUR 2 PART PLAN STARTS HERE

Step

2.

Internal site inspection

Show off your Style Signage

Take an inventory of the interior design to determine what signage you will need to trade, but also what opportunities you might have for later investment.

Work from the focal point of your entrance outwards. Walls, floors, desk fronts, tabletops, even ceilings are all usable spaces.

Consider what visual cues customers might need to remain safe and move around your venue easily to place an order at your counter or find a bathroom for example.



"We found the whole experience of working with you guys a pleasure. We gave you a concept and you did all the rest for us. The installation was smooth and painless and the final product is spectacular. "

Steve Colquhoun

You may have more complicated wayfinding needs such as directory boards, maps and other building signage. Wayfinding must be clear and comply with any building requirements. It can be customised or there are off-the-shelf solutions available.



Handy Tip

Consider the lighting in your reception area - no one wants to sit in a dark dimly lit space.

Maximise natural light if you have the luxury of windows as it has a positive effect on mood - whereas fluorescent lighting is the opposite and should be replaced with softer options.





"It's been a pleasure working with Signarama. They have taken on some tasks which have been in the impossible basket from my point of view and with a bit of research and tenacity, managed to come through with a solution"

Dan Benitez





Sign up for Safety

Regulatory & Safety

Most sites are run like a tight ship where safety signage is an OH&S requirement. From fully customised signage to off the shelf standard signs we can help you tick all the boxes to maintain a safe and regulated environment.

Safety signs are highly regulated and prescriptive. They are more paint-by-numbers than works of art. Instead of focusing on your sign's aesthetics, concentrate on the location and best material for your safety sign solution. Our expert signage consultants are here to give you professional advice to ensure you get the right sign for your needs.

WAYFINDING

From the moment your client enters your property, you need to make sure they have clear directions, whether it's a simple sign directing visitors to your reception, or a multiple choice sign mapping out the various sections of your business.

Compliant wayfinding involves several factors such as the height and placement, use of braille, easy to read colours and fonts.

Our signage teams will work closely with you to ensure your wayfinding signage is clear, strategic, and workplace compliant.

ACCESSIBILITY

A key part of being an inclusive organisation is ensuring everybody is able to find and access your business or worksite in a safe and dignified way.

To create a great customer experience, your spaces should feel welcoming and easily accessed through accessibility signage. Truly accessible signage can be read and understood by any customer or employee. Consider how easy it is to find and access your directory boards, amenities, payment counters, lifts, and car parks.

TRAFFIC | CAR PARK SIGNS

Directing traffic requires clear visible signage. From car park signs to help direct and keep your customers safe to busy construction and mining sites, we have all the road safety signs you need

Car park signage that indicates rules, regulations and alerting your visitors to potential hazards can help avoid accidents and keep your visitors and workers safe. Signarama can supply all the standard road and traffic signs you may need as well as custom design and make signs for unique purposes.

FIVE TIPS FOR PLANNING

Signs of Excellence

1. Consider your Branded Look

If you don't have an advertising brand guideline, finding the right idea for your signage can be challenging. An effective and creative way to kick-start this process is to construct ideas boards on paper or digitally (Pinterest) to collate examples that grab your attention.

Collect images from entire building looks to the very specific, for example materials used, colour palettes or illuminated effects that you love the look of. Be sure to review what your competitors are doing with their signage program so you can plan to be distinct.

You might choose to engage a graphic artist to create your look or use one of our skilled designers.

2. Keep it Simple to be Effective

Best practice is to have 30-40% of your sign's face area text and graphic free. Known as 'white space', this is important for optimal readability.

From your external shop signs to your instore point of sale signs remember to use this rule. Use as few words as possible in your messages. The shorter the message, the easier it is to read at a glance.

We can help you wordsmith your signage, based on deep experience of what works for similar businesses.

3. Choose Smart Colours

Consider colours carefully. Too many colours take away from the quick readability of the sign. Avoiding clutter is a good guideline to work with.

Make sure your colours are contrasting for best readability. For example, yellow on white is hard to see, but yellow on grey or black pops. Other colour schemes are instantly recognisable as existing businesses. If you sell hamburgers, you probably want to steer away from the red and yellow of McDonald's for example.



"The Signarama team did an amazing job with my new shop front signage. They were very professional and their attention to detail is second to none! Would highly recommend their services."

Timothy Elchah



4. Be Consistent

Having a consistent visual story reinforces your business's identity. Match your signage to the experience your customer may have had on your website or in your advertising – it's important that your signage unites all brand interactions.

For many businesses signage is their most prominent branded expense. That makes planning carefully a priority.

5. Be Bold & Creative

Signage is about being memorable and getting a reaction. Be courageous and creative particularly with temporary signage such as window promotions, pre-opening hoardings and even A-Frames and floor decals. Signs that spark our curiosity or make us laugh can be highly effective.

We can show you some incredibly creative examples that have been traffic showstoppers.





Talk to the expert

Each council will have a different set of regulations, so ask your local Signarama consultant about the requirements in your area.

Go to our website signarama.com.au and find your local expert today!



Navigating the Tricky Bits

Different shopping or warehouse centres and councils have different rules; some will require approval for external signage only. Importantly, anything behind windows is usually exempt.

Centres

Typically, tenants of large shopping or warehouse centres have guidelines provided to them by centre management you will need to adhere to. Signarama can guide you through this process and help you understand the requirements of the centre, and the types of signage that meet their standards as well as your brand objectives for promoting your business.

Sponsored Signage

You may have an opportunity to have your signage sponsored by a company whose products you carry. Often this requires co-branding and sharing costs. We can assist you to navigate this process should it be an option.

Street Locations

For street locations, the best advice is to check with your local council before authorising signage work to commence. Signarama can help you with the necessary plans and images required for your application.

All types of illuminated building signs require approval of the governing local council of the area in which the sign is to be installed. This applies to all councils throughout Australia. Signs close to overhead power lines may need approvals and permits. Some councils will require the approval of a structural engineer. Heritage issues might need to be considered if the building has historical importance.

Footpath promotional signage such as A-frames and flags often require a permit.

Quick Guide to the 6 types of Safety Signs your workplace needs.

Australian safety signs have been categorised into 6 main types in order to apply a consistent design across similar functions. By understanding the types of signs and their purpose, you can determine what you need in your workplace and where to display them.



1. Prohibition Signs – CAN'T DO

When you need to tell people that they can't do something, you'll need a Prohibition Sign – you know, the one with the universally recognisable red circle with a diagonal line through it. Keep people from entering private property with a NO ENTRY sign or signal that people aren't allowed to smoke in an area with a NO SMOKING sign.



2. Mandatory Signs – MUST DO

A Mandatory Sign is a must when you have an instruction that has to be followed. You'll recognise these by a white symbol or pictogram within a blue circle on a white background. If your workplace requires protective clothing or equipment, for instance, you'll have seen signs like: Foot Protection Must Be Worn In This Area or Hearing and Eye Protection Must Be Worn In This Area. You can also have just a word message with no image for Mandatory Signs, with the words in black on a white rectangular background.



3. Danger Signs – KILL YOU

If you need to warn people about potentially life-threatening hazards or hazardous conditions, you need to use a Danger Sign. The familiar red oval inside a black rectangle with the word DANGER in bold, capital letters, alerts people to the threat. Common Danger Signs include HIGH VOLTAGE and DO NOT ENTER.



4. Warning Signs – HURT YOU

When the hazard or hazardous conditions aren't life-threatening, a Warning Sign lets you know you could still get hurt. These are easy to identify with their yellow background and black triangle around the hazard symbol. SLIPPERY WHEN WET is a commonly recognisable Warning Sign.



5. Emergency Information Signs – SAFETY FIRST

If something does go wrong, Emergency Information Signs help people to find the location of, or directions to, your emergency related facilities, like emergency exits, first aid or safety equipment. The green background with white writing and symbols is instantly identifiable for safety, with common signs like, FIRST AID KIT, or EMERGENCY PHONE.



6. Fire Signs – FIRE EQUIP

The bright red of Fire Signs makes them easy to spot around fire alarms and fire-fighting equipment. All text and imagery is white and stands out against the red background. Fire Signs are available to indicate the location of all your fire equipment, like fire extinguishers, fire blankets, fire hoses, and more.

SIGNAGE AUDIT TOOL

DEPARTMENT _____

CONDUCTED BY _____

DATE _____

	Yes	No
Are the restricted access locations signed?		
Are the emergency exits clearly signed?		
Is the first-aid box clearly signed?		
Is the emergency shower and eye-wash properly signed?		
Is the fire fighting equipment correctly identified and signed?		
Does each fire extinguisher have a fire extinguisher sign?		
If so, is the sign 2 metres above the ground?		
Is there a sign immediately above each extinguisher denoting type of fires extinguisher can safely be used on?		
List what PPE is required in this Department (if required)? Comments:		
Is there signage outlining all of the PPE requirements?		
If no, what PPE signage is missing? Comments:		
Are there identified hazards that require appropriate signage? (refer to SOP's, injury statistics) eg danger signs, caution signs Comments:		
Are there dangerous goods and are they signed?		
Are there any damaged signs that need replacing? Comments:		
Are there any confined spaces that require signage?		
Is there adequate signage for fire blankets?		
Are there any 'hand written signs' that need replacing? Comments:		

Our Process

At Signarama we pride ourselves on helping demystify the signage process for our customers.

Chances are that wherever you have an office, so do we. As Australia's largest signage network with more than 100 signage centres across the country, Signarama is best placed to make your next signage project a reality, on time and on budget.

1. PROJECT MANAGEMENT

At Signarama, we understand managing the implementation and roll-out of your corporate brand can be stressful and laborious. Through our national network of stores, we can manage your corporate signage through one single point of contact. Rest assured, your project will be delivered at the highest standards, on time and on budget.

2. REGULATION & COMPLIANCE

As all councils can differ, it is best to contact them directly so they can specify what you need for a successful application.

Your Signarama consultant may assist you in this process.

3. HIGH QUALITY MANUFACTURING

Your business signage is a reflection of your company and what you stand for – and this should only be the best. As part of the world's largest signage network, Signarama has the size and purchasing power to access new technologies and manufacturing techniques to provide the most creative solutions for your business.

4. MAINTENANCE & CARE

Just as there's no point getting your sign all dressed up if it's not installed properly, nor does it do you any good if it isn't maintained to the right standard.

Talk to us about signage maintenance programs, so that we can ensure that your signage investment keeps working for you as you always intended.

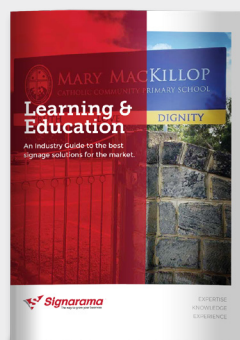
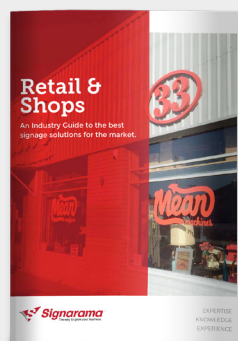
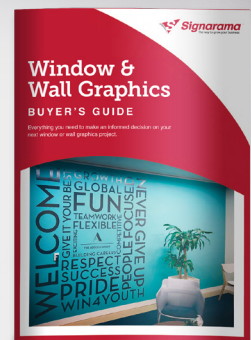
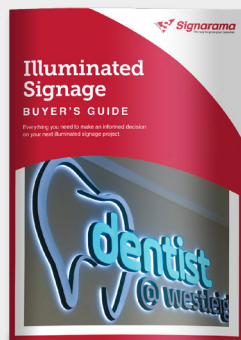


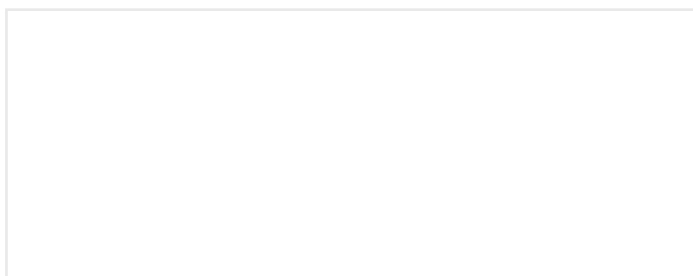
YOUR GUIDE TO SIGNAGE SUCCESS!

We've compiled over 25 years of our signage experience and knowledge into a series of product and industry guides.

Our comprehensive guides include our inspiring and innovative work and ideas, best practices, and in-depth details about every sign we make. From concept to completion, let us show you the way to grow your business!

DOWNLOAD THEM ALL FROM OUR WEBSITE
<https://signarama.com.au/buyers-guides>





www.signarama.com.au
Call 1300 982 822