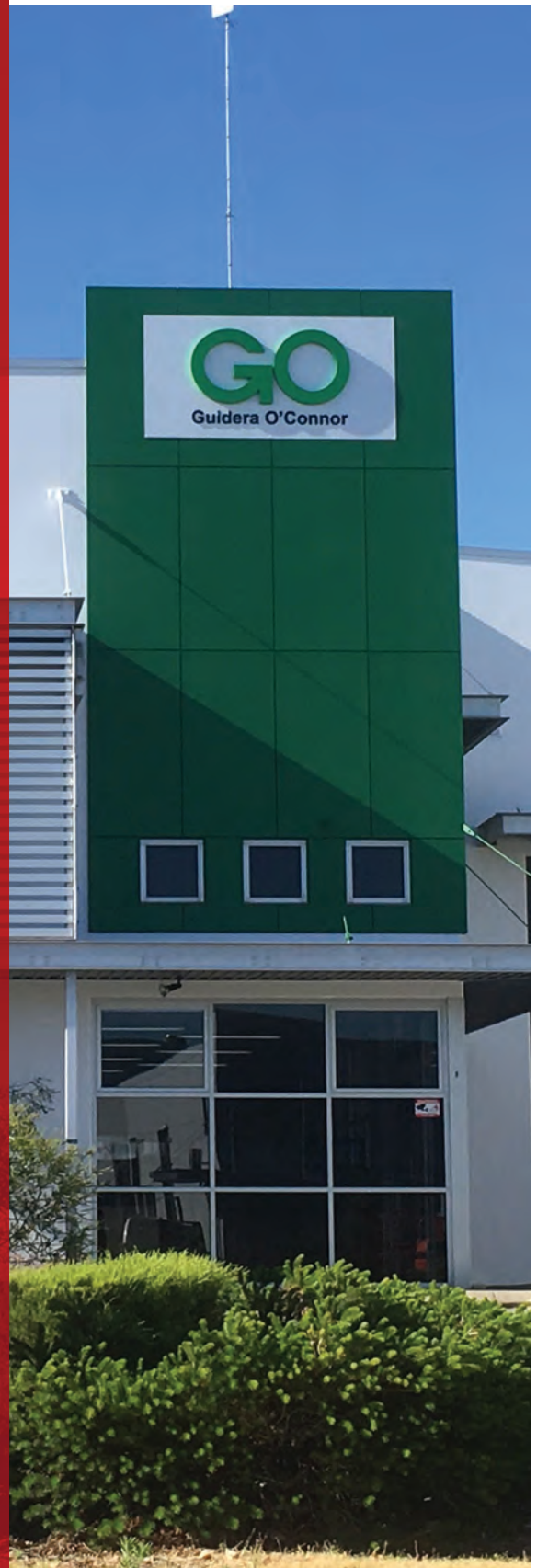


# Office & Corporate

An Industry Guide to the best signage solutions for the market.



EXPERTISE  
KNOWLEDGE  
EXPERIENCE



# Why work with us?

## The Signarama Promise

Signarama is the world's premier provider of a wide range of full service sign and advertising products, with over 850 stores in more than 50 countries around the world.

We are now over 100 strong across Australia, from Cairns to Hobart and Sydney to Perth, giving us unmatched national coverage.

At Signarama, we believe in going the extra mile to give you a great signage experience. Each and every Signarama sign centre offers full-service signage options that you simply cannot get anywhere else. Whether one sign or hundreds, temporary banners or corporate signs, we are committed to providing an exceptional experience for every customer each and every time.

From concept to completion, let our dedicated professionals show you the way to grow your business.

- **National Rollouts**
- **Architectural**
- **Wayfinding**
- **Environmental**
- **Technical / Digital**



## SIGNAGE SOLUTIONS FOR OFFICES & CORPORATES

Your business is more than just your logo. Great corporate signage shows creative flair and builds unique relationships with customers, staff, and partners. Your brand is the heart of your business, and your signage is your foremost marketing tool – make the most of both!

# Empower and engage.

Create a connected workspace.  
Inform and motivate employees.

“We had our company signage done with Signarama. They were absolutely fantastic and their advice was great. Our business signs are just superb.”

Kwikfynd

- **Building & Outdoor Signage**
- **Reception & Entrance**
- **Illuminated Solutions**
- **Windows & Wall Signs**
- **Wayfinding, Directory and Safety**
- **Promo & Tradeshows**
- **Maintenance and Care**



THE FIRST IMPRESSION LASTS

# Building & Outdoor Signs

With over 20 years of expertise, Signarama delivers superior building and outdoor signs that stay faithful to your brand and vision.

## Design, Manufacture & Installation

- We identify suitable materials for the design
- Manufacture signage to your specifications and council requirements, using cutting-edge printing and manufacturing technologies

## Current Trends

- Illuminated LED Signs - bright, highly efficient, economical, and long-lasting
- Laser Cut Fabricated Letters - stainless steel and brass are now popular
- Digital Signage & Dynamic Messaging
- Massive Scale Wall Murals and Wraps

## Project Management | Compliance

- We manage all aspects of your signage project
- We work directly with engineers, local councils and other planning bodies to resolve issues
- Our strict WHS procedures and exacting standards ensure we comply with the very highest of industry standards

"We engaged Signarama to do our new building signage and window frostings. The finished products look great and will sure attract lots of attention from the passing traffic! Highly recommended!"

Julia Hong





## Planning your project

Any major signage project involves planning. Consider the message you want to convey, the location of your signage, and the timing of your project to ensure we can meet all of the necessary requirements to install your signage on time. Large signs will generally need planning and building approval from your local council.

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



“Signarama did my reception signage. Absolutely satisfied with their approach and outcome. Happy to give them 5 stars.”  
John, VBA Builder



START AS YOU INTEND TO CONTINUE

# Entrance & Reception Signs

Welcome the people you serve and the people who serve you.  
Reception should put everyone at ease, clients and employees alike.

When your clients walk through the door they should know what your brand stands for. Is your business bold, smart, creative, innovative, fun or professional? Maybe a mixture? We can help you tell your story with continuity from the entrance to the boardroom. Impressive signage conveys professionalism and care for detail.

## 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.

## Areas To Consider

- Work from the focal point of your entrance outwards
- Walls, floors, desk fronts are all useable spaces
- Integrated signage helps you tell your unique brand story

## Current Trends

- Back lit illuminated letters and panels
- Textured wallpapers and full wall mural photography prints
- Decals for showing the finer details, through wayfinding, floor graphics, doors, shelves, ceiling

## Solutions For All Budgets

- From big impact but cost effective vinyl wall decals to custom 3D fabricated and illuminated letters & logos – we will transform your reception into an exceptional space no matter what your budget

LIGHT UP YOUR BUSINESS

# Illuminated Signs

Give your brand a visible platform, day and night. LED technology has advanced the ways in which your signs can be lit.



"I have used the guys at Signarama for years, especially for my cut out letters, they can do acrylic, polystyrene, composite panel and much more. Their service is excellent.

I highly recommend them if you require any sort of signs but especially the 3D type."

Michael Porter

## Different Types

- Lightboxes - Single or double-sided with various printing and lighting options
- Edge/side or backlit signs - popular indoor option for the elegant and dramatic 'halo' effect
- 3D Fabricated Letters & Logos

## LED Technology Benefits

- Brighter light than neon.
- Longevity & reliability
- Changeability - parts are easily replaced or upgraded
- Cost Savings - cheaper to run, and better for the environment

## Compliance

- We ensure you're within your specific compliance parameters in all situations
- Minimise risk and remain within industry guidelines at all times
- We always work with authorities in a transparent and honest way



## Did you know?

Roughly 60% of businesses reported that changing the design or enhancing the visibility of their signage had a positive impact on sales, number of transactions and profits, with an average increase of about 10%.



YOUR WALLS WILL BE SINGING!

# Windows & Wall Signage

Change the way your staff and customers experience your office spaces. Promote your brand and improve workplace morale.

Our window and wall graphics are printed on a range of high-grade vinyl or non-PVC materials with overlamine finishes, and installed by professional applicators.

“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



## Our Capabilities

- We are equipped with advanced printing technology and materials
- We manufacture to the highest industry standards
- We complete design through to installation on large scale projects

## Current Trends

- Boardroom wall murals - high resolution photographs and art
- One-way vision window graphics - promote your brand while ensuring privacy and light
- Large Format graphics - entire building towers can be wrapped

## Cheap & Fast

Signarama stores have large format digital printing capabilities that make the production – no matter how creative you want to be – simple and fast. These large graphics are the most cost effective way to totally transform large spaces.



## Need a quick brand refresh?

Wall graphics are an ideal solution – update and replace graphics easily without the downtime and cost of refurbishing. Plus, since printing on textured material like wallpaper can reduce image quality, our wall graphic films can be printed and finished with any overlamine or texture for even better results.

**Talk to your local Signarama consultants for advice.**



STAND OUT IN THE CROWD

# Promotion & Tradeshow Signs

From pull-up banners and flags, through to media walls and complete custom-built displays, we have a signage solution to suit you.



Consider the longevity and mobility of your signage

Pull up banners and media backdrops are very popular for their ease of set-up and the ability to replace designs when necessary. For outdoor use stronger materials are required for longevity.

**Your Signarama consultant will suggest the appropriate solution based on your needs.**



CLEAR LINES OF COMMUNICATION

# Wayfinding & Safety Signs

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



“Signarama have looked after all our signage needs, including: small directional signs in the office, to large acrylic signs for the building and a metal plaque for the opening ceremony. Their friendly team provide excellent customer service, and we really enjoy working with them. “

Metro Pain Group



# 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.



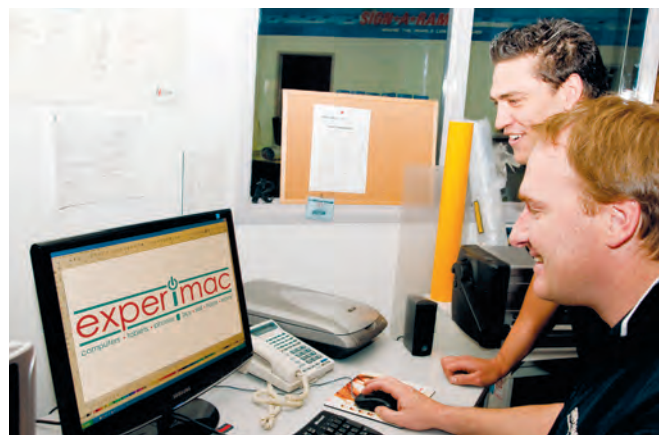
## 2. REGULATION & COMPLIANCE

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.



MAKE MORE OF YOUR BUSINESS PURCHASES

# Signarama Finance Solutions

## Don't wait for new signs!

Pay nothing for 3 months with Moula Pay

## Signarama now accepts Moula Pay

With Moula Pay, you have the flexibility to repay your purchases in instalments over 12 months, with the **first three months interest and repayment free\***. If you pay within the interest free period, you pay no additional fees, penalties or interest. It's that simple.

Applying for Moula Pay is **quick, simple and 100% online**.

### How does it work?

- 1 Apply for Moula Pay online.**  
We'll assess your business within 24 hours and let you know what credit limit we can offer.
- 2 Select Moula Pay.**  
Tell your Signarama store you would like to pay by Moula Pay.
- 3 Enjoy simple repayments.**  
Pay in instalments over 12 months, or repay early at any time to save on interest, with no penalties.

For more information visit our website  
[signarama.com.au/business-signage-finance/moula-pay](http://signarama.com.au/business-signage-finance/moula-pay)

Or talk to your local Signarama Expert!

\* Conditions apply.

Are you looking for a  
longer term finance solution?

We also offer Signarama Finance  
with various term options

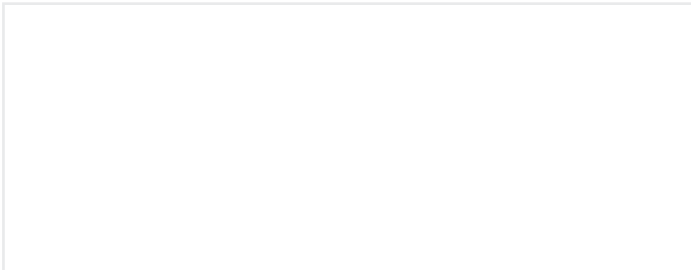
Be smarter with your cash flow.

Ask us about Signarama Finance.



The way to grow your business

[www.signarama.com.au](http://www.signarama.com.au)



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Call 1300 982 822