

# Retail & Shops

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



# Wheel & Barrow

HOMEWARES

## 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 RETAIL AND SHOPS

Signage choices are a vital part of retail marketing strategy, they convey the promise of your brand and your high standards. Signarama knows how to communicate with your customers successfully. Your Signarama team is passionate about retail. We work in partnership with you to convert your potential into profit.

# Create a new experience!

“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



**If you think you're due for a signage update, chances are you're right.**

Changing the design or enhancing the visibility of a sign has been shown to boost overall sales by around 10%.

**68% of consumers**

believe a store's signage is reflective of the quality of its products or services.

**76% of consumers**

said they had entered a store or business they hadn't visited before because of its signs.

**60% of businesses**

reported that changing the design or enhancing the visibility of their signage had a positive impact on sales, with an average increase of about 10%.

Source: FedEx Office Survey

BE BOLD FROM THE GET GO

# Shopfront Signage

Use our knowhow to captivate your audience. With over 20 years of expertise, Signarama draws on your unique brand to make a statement and drive customers through the door.

Never underestimate the impact of good signage. Spark interest and awareness and convert foot traffic into sales. So get creative, revitalise your premises and stand out from the crowd. Signarama has the experience and knowledge to make this your reality.



Consider all the angles your building can be seen by potential customers – whether you are a street shop or in a centre. Your Signarama team can assist with an onsite visit to help assess all the opportunities your building presents.

### Current Trends

- Large digitally printed building wraps that include windows and walls.
- Aluminium Composite Panels for large signs as they are lightweight, yet strong.
- Quirky custom designed signs that protrude from your building, catching the eye of passers-by.

### POPULAR OPTIONS

- **Awnings & Fascia**
- **Building Wraps**
- **3D Fabricated Letters**
- **LED Backlit Signs**
- **Full Window Graphics**
- **Lightbox Signs**
- **Digital Message Signs**



#### TIP

1.

### Be Brand Consistent

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





TIP  
**2.**

## Develop A 12 Month Signage Plan

Sit down with your sales forecasts and a calendar and plan the year ahead. Consider things such as major holidays, important sales trends and cycles, seasonality of your business. Match these patterns with your signage needs and put together a 12 month plan. Work with your Signarama team and prepare your signs well in advance to avoid missing out on big opportunities



USE WHAT'S AVAILABLE TO YOU

# Window Signs

A windowed shopfront is a gift worth utilising. Every window in your store is an opportunity to create brand awareness and attract the attention of passers-by.

Put your windows to work, whether it's for permanent branding or temporary promotion, windows are the perfect medium. This affordable and durable solution for all types of messaging should not be overlooked. Window graphics also

improve the overall look and functionality of your premises. With flexibility in design and multiple options from transparent to opaque, an eye-catching window sign can make all the difference. Create privacy in some areas and let the light shine through where you want to highlight interiors and merchandise!



## Be Creative

- Although most materials are permanent and need an expert to install, we can supply special media which can be applied and removed by staff.
- Use your windows to your advantage and tap into seasonal sales opportunities with ease.
- Work with your Signarama design team to have your window promotions planned well ahead of time so they're ready to roll out as you need.

## POPULAR OPTIONS

- **Temporary Decals**
- **Full Window Graphics**
- **Coloured Films**
- **Internal Posters**
- **Perforated Vinyl (One Way Vision)**

# Illuminated Signs

Illuminated signs deliver maximum impact around the clock for your business. Your message will shine bright and proud while others fade into the background.

With current advances in LED technology you can light up your signs in distinctive ways. Use 3D fabricated letters, backlight your logo, go with neon or the classic under awning lightbox. Our sign experts work with you to find the best solution.



## POPULAR OPTIONS

- **3D Illuminated Letters & Logos**
- **Lightboxes**
- **Backlit Illuminated Signs**
- **Neon Signs**
- **LED Message Boards & Lightboxes**

## LED Technology Benefits

- Brighter light than neon.
- Longevity & reliability.
- Easy to maintain & upgrade.
- Cost Savings - cheaper to run, and better for the environment.

## Compliance

- We are experienced working within council and centre management requirements.
- We can manage permitting for installation to ensure a safe and compliant install.





**TIP**  
**3.**

**Smart Colour Choices**  
Consider colours carefully. Too many colours take away from the quick readability of the sign. Again, stay simple. Make sure your colours are contrasting. Yellow on white is hard to decipher, while black on white is very clear and readable.





### Avoid Clutter & Keep It Simple

Best practice is to have 30-40% of your sign's face area simple and 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. Try and convey messages in as few words as possible - if it takes longer than 5 seconds to read, try and shorten the message.



ADD AN EXTRA DIMENSION

# 3D Letters & Logo Signs

**A 3D sign literally stands out and catches the eye of passers by. Let your logo make your mark or get your message across with bold lettering choices.**

Embracing and combining innovations in materials, lighting options and production techniques can create opportunities to deliver new and distinctive branding and communication. Adding a third dimension is a great choice to get you noticed.

We work with you on lettering and logo signs with all our expertise to create the message you need. Forward momentum in technology means 3D lettering is now accessible to most businesses. Our professional designers make the most of up-to-date techniques to bolster your logo, attract customers and ultimately increase your revenue.

## Current Trends and Materials

- Acrylic is popular for 3D due to its many colour and thickness options and different light diffusing effects.
- Various metallic finishes, such as mirrored gold or silver acrylic can be applied to your letter face.
- Aluminium letters with a high end brushed finish are popular for a classy look.
- LED illumination allows for back lighting and edge lighting as well as front lighting in a range of colours.



**justcuts** New look salon  
Coming soon!

For your convenience we are still trading in our pop up salon, located at the end of the travelator near Just Jeans.

Just come in,  
no appointments necessary!



**\$50 OFF**

when you purchase from the \$249 range or above.\*

Specsavers

Opposite Homeart

\*Conditions apply. See in-store for full details.



Exclusive to  
Spa World



Vortex Spas



CAPITALISE ON AVAILABLE SPACE

# Walls, Counters & Floors

**Turn your available spaces into lucrative opportunities. Inform, entertain and enhance buyers' experiences with creative graphics.**

Interior walls, counters and floors are perfect for digital printed graphics for branding, ambience and sales messages. Consider all aspects of your interior and don't miss the opportunities that blank surfaces provide. New printing technology and vinyls allow for highly creative and unique design.

Signarama can help you with wall wraps and decals, counter wraps and floor decals. Our expert design team will advise your business on dynamic and affordable solutions in materials that suit your brand and shop space. Make the most of our experience working with irregular shaped surfaces like curved walls, ramps and stairs.

## Engage A Graphic Designer

Get the most out of your signs by having them created by professionals. Designers bring a fresh set of eyes to your building and space, and the skills to create an amazing visual experience. Professional designers have experience they draw on, which can not only lead to innovative designs but also mitigates against the risk of getting it wrong.



BANK ON NATURAL IMPULSE

# Promotional & POS Signs

Significant consumer dollars are spent compulsively. Ensure you get your piece of the consumer pie with innovative promotional and POS signage.

Brick and mortar retailers are perfectly placed to take advantage of the impulse buy. Getting your message out there is essential to convert curiosity into sales. Good signage design and position influences your customers' shopping experiences. Use signs to create better layout, control direction and engage people visually. We can show you how.

## Happiness is a great motivator

- Shoppers are most likely to splurge when they are in a good mood. The holiday periods make great times to roll out promotions and POS incentives.
- Capitalise on customers already in-store with original and fun POS displays.
- 40% of consumers on average will spend more than planned when in a shop, while only 25% reported online impulsive purchases.

“Really happy with the work done by Signarama - customers have been commenting on our new signage - well done!”

Anthony G.





TIP  
6.

Create A 'Call To Action'

Signs are advertisements - with the end goal being sales.

Use 'call to action' messaging that targets impulse buying and watch your sales increase! Whether it be an enticement on your A-frame outside your store to encourage customers in, or targeted deals throughout your store to encourage purchasing.

GET YOUR POINT ACROSS

# A-Frames, Flags and Banners

Take your message wherever it best serves your end goal. A simple eye-catching well placed sign outside your store can make all the difference.



## Check Council Regulations

Each council will have a different set of regulations. Large signs will generally need planning and building approval. Footpath signage such as A-Frames and flags may require a permit. Best to know any restrictions or guidelines before you start planning your signs.





Footpaths, open outdoor spaces or thoroughfares present you with great options for interchangeable messaging on a simple A-Frame. A flag will catch the eye of passing traffic and draw attention to your business. Vinyl banners are a durable option for outdoor areas and fences.

## POPULAR OPTIONS

- **Changable A-Frames**
- **Pull-up Banners**
- **Feather & Teardrop Flags**
- **Attached Wall Flags**
- **Vinyl Banners**





TIP  
8.

### Maintain & Keep It Clean

Remember 68% of consumers will judge you based on your signs! Check your signs on a regular basis and implement a maintenance program. There's nothing worse than dirty signs, flickering bulbs, or cracked acrylic. Make sure your signs reflect the quality of your business.



MAKE MAXIMUM IMPACT

# Pylon & High Visibility Signs

Size and visibility really do make a difference to your returns. We create signs that will get you noticed and send your sales sky high.

Is your retail outlet or shop living up to its potential? If customers can't find you they will spend their dollars somewhere else. So get seen with a pylon, monument or high visibility signage option to make sure you are converting possibilities into sales.

Signarama takes every step with you to make sure your signs comply with regulations, reflect your brand and stand out from the competition. From planning to design to construction, we have you covered.



CURIOSITY CREATES INTEREST

# Shop Opening & Hoarding

Before you open your doors captivate your market and maximise exposure. Use a hoarding sign to spark imagination and create awareness.

Hoarding signs get your message across, create interest and afford you the luxury to prepare in privacy. Getting the word out prior to your opening, re-imagining or grand event is essential to making your reveal a great success.

Let people know what's happening in advance and cash in when the time comes. Signarama can design, manufacture and install a hoarding solution for your business whatever your requirements, from 1m x 2m panels or a huge 300m construction.

## Grand Opening

- People love a new opportunity and want to be first in line. Get the word out well ahead of time and make your opening a true event.
- Create buzz and convert it into custom when you fling the doors wide open.

## Solutions For All Budgets

- Signarama offer a complete end to end solution from site survey and measure, design, print, and final installation.
- Get expert advice on the best signage solution considering budget, timeframe and location.



TIP  
9.

## Be Bold & Creative

Retail 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.



KICKSTART NEW IDEAS!

# Be Inspired!

**Every new business endeavour starts with a new opportunity. No matter if you're looking to refresh your look or move into new premises your sign conveys so much about your brand and company.**

Finding the right idea for your retail and shop 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 palates or illuminated affects love the look of.

For ideas and inspiration, Signarama has created a Pinterest account with a large range of exciting and effective signage filled with amazing work examples and outstanding signs from all over the world.

**Be inspired and explore new ideas.**

## Signarama on Pinterest

- More than 16 signage range boards to explore.
- Hundreds of outstanding signs solutions.
- Find material details.
- See a large range of illuminated signs effects.
- Re-pin examples you like to your account.
- Share with your local Signarama team to discuss.

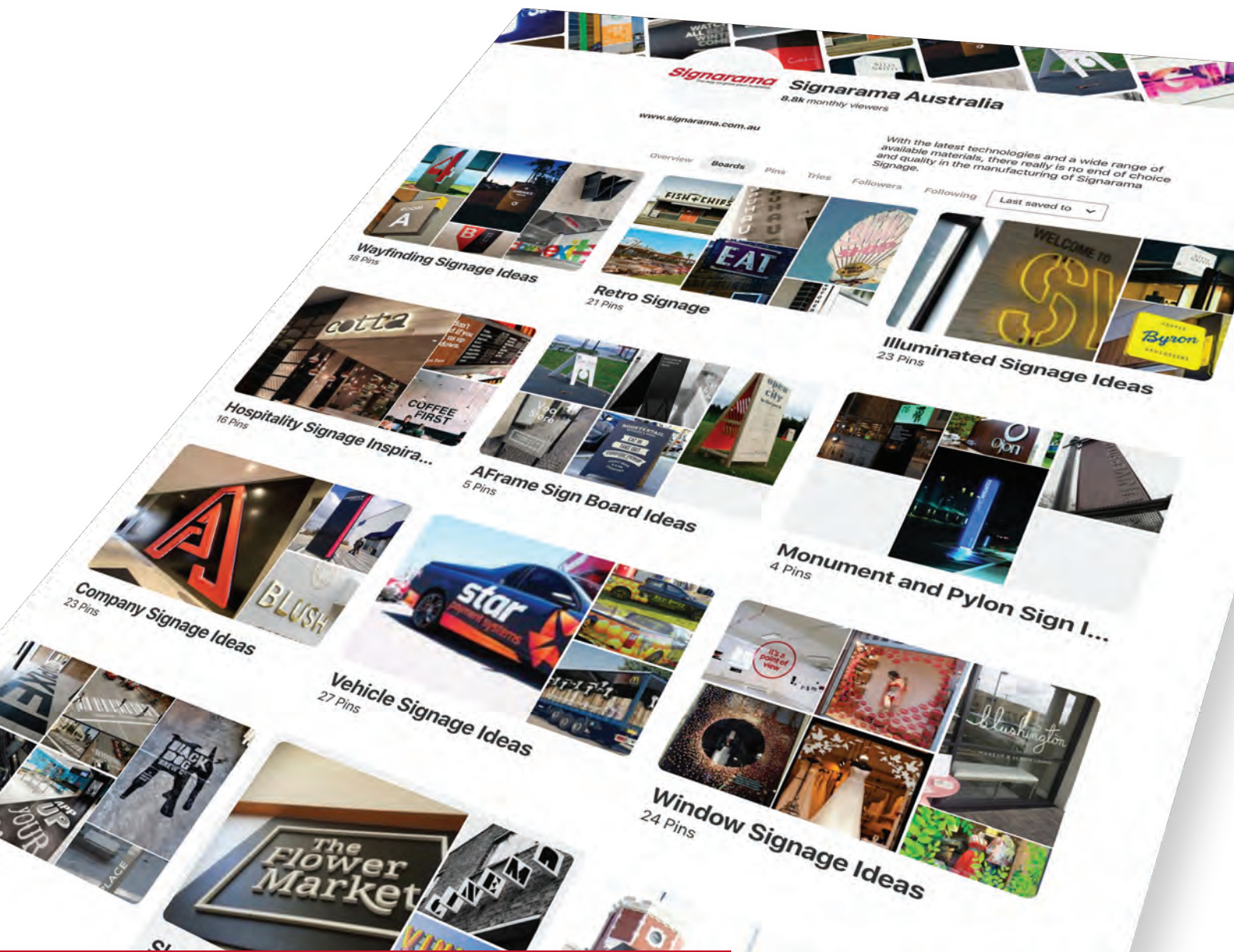


[www.pinterest.com.au/signaramaus/boards/](https://www.pinterest.com.au/signaramaus/boards/)



**“The team at Signarama has made our rebrand a success. Very professional and helpful, not only did he organise our local signage, but also for 4 other states Australia wide. Pleasure working with them and a huge thank you.”**

Ivanka Matotek



TIP  
**10.**

### Consider Your Surroundings To Stand Out

When considering your signs don't forget to look at your store front in context with your surroundings. Stand back and even drive up and down your street or walk through the centre you are in and note the colours and signage of all the stores and buildings around you. Consider this when planning your signage to make your store the most prominent and eye catching.



Inspirati...

# 10 Tips for great Retail and Shop Signage

TIP  
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## Be Brand Consistent

A consistent visual story will reinforce your brand identity. Your customers may first visit you online or see your advertising – it's important that your signage unites all brand interactions customers may have had. Ensure your signs match and enhance recognition of your brand.

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## Develop A Signage Plan

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## SPIN THE COLOUR WHEEL

# What colour is the right colour?

Navigate colour choices to optimise your signage impact, convey meaning and invoke emotion.

When choosing the right colours for your signs two factors come into play – contrast and meaning. Colours need to catch the eye, be easily distinguished and generate feeling.

### Contrast is Key

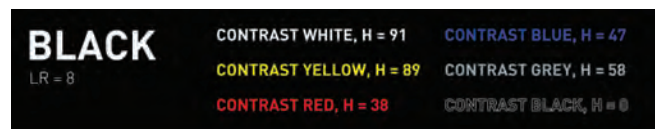
Contrast between the foreground and background is one of the most important design considerations when it comes to readability. If coloured text is used on a bright background the contrast will be weak, for optimal contrast results use white text against dark coloured backgrounds. In signage and wayfinding design colour is the unifying factor used to harmonise a sign with the surrounding environment.

### The Colour Experience

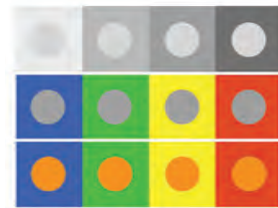
The human perception of colour is deeply ingrained into our cultural understanding – we subconsciously read colours. Instinctively colour can spark an emotional and sensory response. Here are a few examples:

**Black:** Although not a true colour black conjures a sense of power, formality and mystery. It is often a background tone used to bring other colours to the fore. Use it wisely as it can also have an undertone of darkness and evil.

**Blue:** The royal colour, commanding respect. It is also the colour of the open sky. Passive in nature it can often be hard to get right and is hard to contrast well. It is associated with depth and stability, symbolizes trust, loyalty, wisdom, confidence, intelligence and truth.



- Simultaneous Contrast is the effect of colours upon each other, gray or black can shift toward the complement of the colour with which they're placed.



**White:** We see white as pure and true and good, a feeling of innocence and is associated with light and perfection. White can absorb other colours when used as a background so needs to be applied as a matte surface with dark, glossy letters to contrast.

**Yellow:** In signage yellow has very specific meaning. Often used to signal attention, convey direction or deliver particular messaging in certain environments. Yellow is also the colour of sunshine, joy, happiness, intellect and energy.

**Red:** Red is the strongest of signal colours. Often used in signage, and nature, to indicate danger or warning. It is the colour we associate with fire and blood, creating a sense of energy, danger, power, passion, hunger, desire and love. danger, power, passion, desire, and love.

# 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.



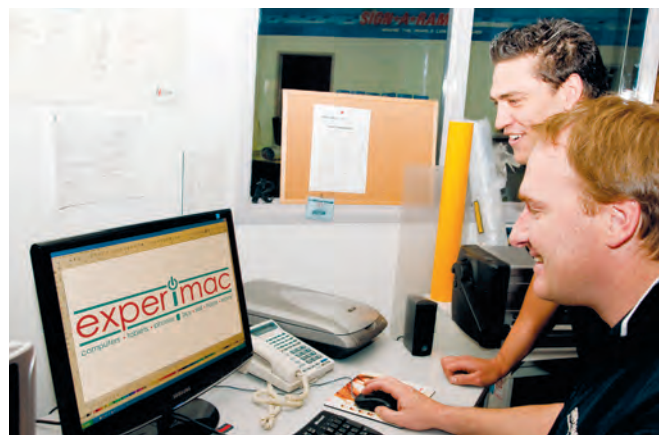
## 2. REGULATION & COMPLIANCE

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.

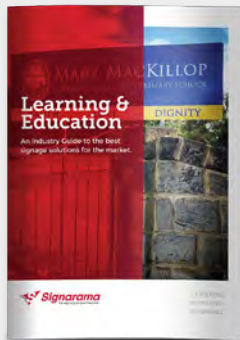


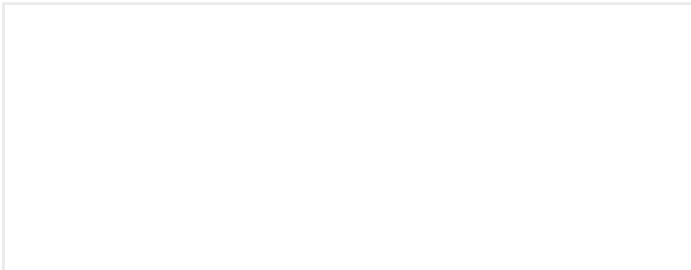
# YOUR GUIDE TO SIGNAGE SUCCESS!

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>





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