

# Promotional Signage

## BUYER'S GUIDE

Everything you need to make an informed decision on your next promotional signage project.



# 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.

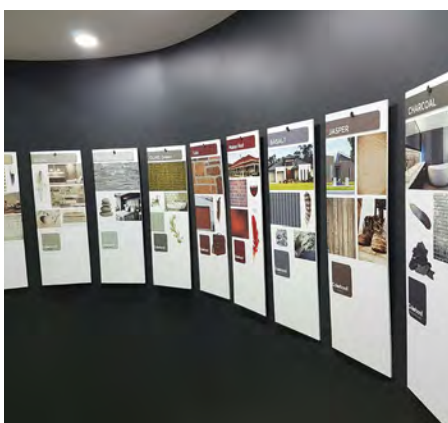
From concept to completion, let our dedicated professionals show you the way to grow your business.



# Need promotional signage for your business or event?

At Signarama, we understand the value of creating quality signage to promote your brand and drive sales. We have worked with many well-known national and international brands across a wide range of industries.

From pull-up banners and flags, through to media walls and complete custom-built displays, our team of experts will help you create eye-catching and effective signage solutions to suit your brand and budget.



## You're in good company. See why we're the trusted promotional signage experts.

“

*Very helpful staff, polite and easy to deal with.*

*They responded quickly to my enquiry, and did excellent work. From design to installation they were professional, and helpful.*

—Christopher Shannon

“

*Had a fab experience with Signarama. They were friendly, quick and considerably better value than other signage companies. The final result is fabulous, couldn't be happier!*

—Emma Gerring

“

*Very knowledgeable and very easy to work with. Very efficient and quick turn around for an additional urgent job! Highly recommend these guys for all your printing and advertising.*

—Alana Filardo

**Not sure what promotional signage is right for your business? Call or visit your local Signarama store to discuss your ideas and options!**



# The Signarama Difference

## Why use Signarama for your Promotional Signage?

We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.



### SPECIALIST GRAPHIC DESIGNERS

Our design team will work closely with you so we can deliver a final product that will meet and exceed your expectations.

They will discuss your requirements, gather together all of the required elements such as logos, colours, photos, etc, then design some concepts for you to approve.



### HIGH QUALITY MATERIALS

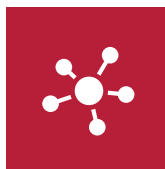
At Signarama, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.



### PURCHASING POWER

With over 850 locations across the globe, we also have the purchasing power of the world's largest sign and graphics network.

With our international resources, we utilise the latest technology and techniques to produce top quality results at the best possible price.



### PARTNERS IN BRANDING SOLUTIONS

Signarama is more than just your signage company. We can brand everything from vehicles through to corporate head offices.

Anything you can think to put a logo on, we can help! We are in the 'branding solutions' business.



### RESEARCH & DEVELOPMENT

Since 1986, Signarama has continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.



### AUSTRALIA'S LARGEST NETWORK OF SIGN CENTRES

We have more than 100 Signarama Sign Centres Australia wide.

Chances are, wherever you have an office, so do we. Through our team of expert project managers, we can manage your signage nationwide through one single point of contact.

# A-Frame Signs / Boards

## Popular, cost-effective advertising on the go

### HOW IT WORKS

Also known as a Sandwich Board, A-Frames are a popular form of free-standing signage due to their durability, mobility, material and customising options, and versatility as a sales tool for indoors and outdoors.

### ENDLESS APPLICATIONS

At Signarama, we supply a wide range of A-Frames, including PVC, steel, corflute, wooden or snap frames, all in high quality and affordable prices. We also have weatherproof options, handles and wheels, lamination, and even brochure holders.

Interchangeable corflute or composite panels are a great solution when you need to change your signs often. You might want to add a liquid chalkboard, blackboard or whiteboard section so you can write your own messages.

Standard sizes are 600mm x 900mm and 900mm x 1200mm.

**Custom sized and shaped A-Frames are available. Talk to your local Signarama consultant about your ideas!**



**Sidewalk / Pavement Sign With Handle** – Great for outdoors



**Aluminium Snap Frame** – Ideal for outdoors



**Metal Panel Frame with Full Colour Digital Print** – Most popular!



**A Frame Blackboard with Printed Logo** – Get creative with your promotions



**A Frame Sign Board with Handle & Hinge, Mounted with Printed Vinyl** – Popular for Real Estate



**Metal Panel A Frame With Wheels** – Great for larger A-Frames



**Coreflute Insertable A-Frame** - Change your messaging when necessary



**Heavy Duty Plastic A-Frame with Handle & Hinge** - Lightweight and foldable, easy to carry



# Flags / Flying Banners



## Take your marketing to new heights with custom flags!

### HOW IT WORKS

A popular and effective signage option for both indoors and outdoors, feather flags are generally printed through dye sublimation on PVC or fabric material for maximum durability. They are lightweight, easy to assemble, portable, and weather resistant. They can be single or double-sided.

Double-sided flags are printed with a block out layer in the middle so the flag is not transparent. They are finished with heavy duty stitching and attached to a pole and base.

### WHICH FLAG IS BEST?

Our most popular flags are Feather and Teardrop. Feathers are great for their movement in the wind, while Teardrops stay taut and offer a focal point. Customised flag shapes, poles, grass spikes and other bases are all available depending on your needs.

**Your Signarama specialist will consult with you on the right flag for your business based on the location, size, and design.**

Feather Flags



Teardrop Flags



Blade Flags



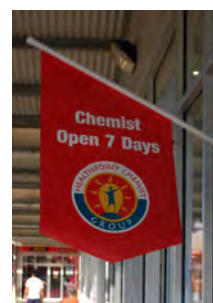
Hanging / Block Flags



Pennant Flags



Wall Flags / End Signs



### GREAT FOR

- Outdoor festivals
- Concerts
- Dealerships
- Golf courses
- Grand openings
- Tradeshows and Expos
- Market stalls
- Sporting events & carnivals
- Retail promotions
- Sales
- Universities
- Product launches
- Sponsorship opportunities

### THINGS TO CONSIDER

- Flags are seen from a distance, so avoid a busy design or lots of text. Use high resolution images.
- You can leave your flags outdoors, but take them in during harsh weather.
- Flags eventually wear and tear, and will need to be replaced every 6–12 months, depending on whether they are used indoors or outdoors.

## Flag Poles and Bases

Our poles are made up of multiple lengths of high quality fibreglass rods which plug together to create one long pole to hold the printed flag. Depending on where you plan to display your flag, we offer a range of durable bases. All flags come with a handy carry bag for easy transport.



**Weighted flat base**  
– Use for indoors. Larger weighted bases are also available for outdoor use.



**Ground spike base**  
– Best used on soft ground, like sand or grass/turf.



**Wall mount base**  
– Mount flags on the side of walls.



**Tyre base**  
– Display your flag alongside vehicles through the support of the vehicle's weight.

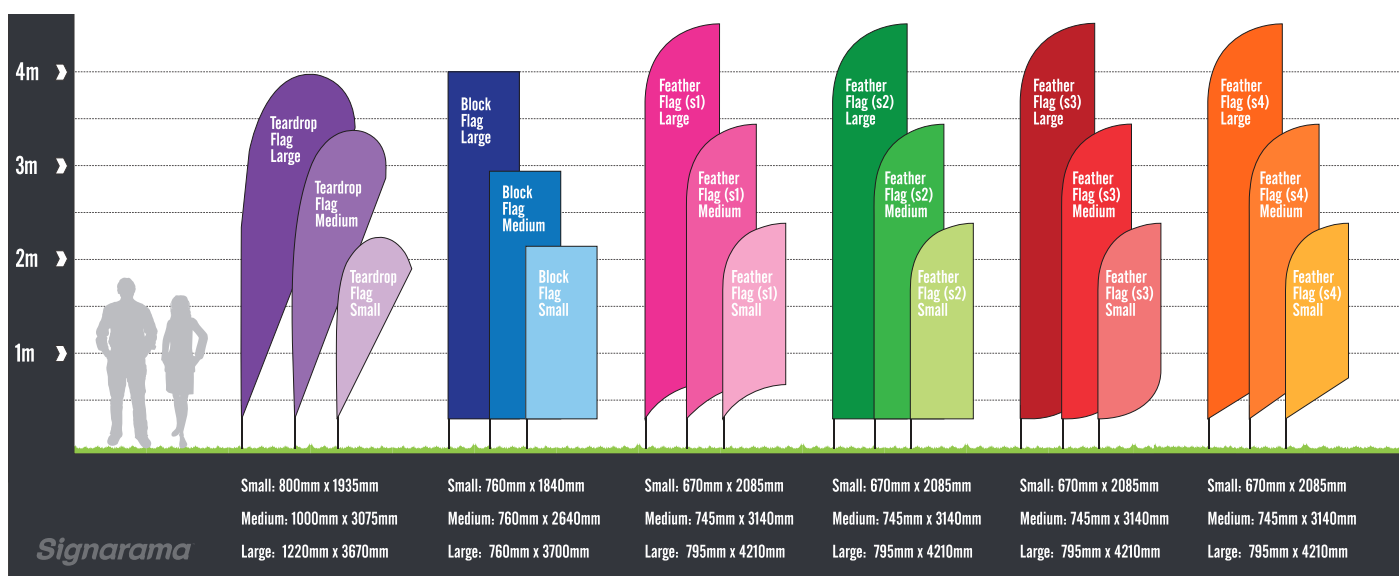


**Cross base**  
– Made with powder coated steel, has an axle tree for free rotation, great for hard standing applications.



**Water Bag**  
– Weighs 12kg once filled with water, use with a cross base to provide extra stability.

## Flag Size Comparison Chart



## What is dye sublimation?

'Dye sub' is a superlative digital printing method for banners, flags and exhibits.

The process creates a continuous flow of colour instead of individual pixels like a typical inkjet printer, producing colourful and impressive results.

## HOW IT WORKS

An image is printed onto transfer paper using special 'dye sublimated' inks.

Through heat and pressure the paper applies the image onto synthetic polyester fabric (or other specially coated materials).

The high heat converts the ink to gas which then penetrates the fibres. The polymers in the fibres encourage the inks to bond with it. The transferred image thus becomes a permanent part of the surface.

## BENEFITS

- The bonding of the ink with the fabric means the sign is incredibly durable and smooth. Colours are extremely vibrant and photo-realistic.
- Variety of materials to print on – fabrics are lightweight, flexible and easier to hang, making them more versatile than heavier, traditional materials, like vinyl.



# Pull Up Banners



Spread a single design across several pull-up banners for maximum brand awareness.

## The perfect advertising solution for high foot traffic settings

### HOW IT WORKS

Portable, lightweight and adaptable, pull up banners (retractable, roller, or pop up banners) can be used indoors or outdoors, occupying minimal floor space. They are quick to assemble and dismantle, and can be packed away into convenient and protective carry bags.

Easily communicate new brand messages, marketing and promotions by updating your graphics without changing the existing banner unit. We can achieve high quality prints with vibrant colours on materials that are built to last.

### CUSTOM OPTIONS

At Signarama, we have a pull-up banner to cater for any situation. Choose from budget to premium, vinyl or fabric, standard size or extra wide, single or double-sided prints. We can also customise height or re-skin banners. If you need something sturdier, you can opt for our standard roll-up models, designed for long term use.

The most popular size for a pull up banner is 850mm x 2000mm, but we offer smaller and larger sizes.

### Each pull up banner comes with:

- aluminium base
- cartridge & tongue for media installation
- top rail
- vertical pole
- carry bag for quick & easy transportation



Combine multiple designs to create a compelling backdrop.

## Economy Banners

Our economy range of roller banners are the perfect solution for shopping centre stands and trade shows when you don't need all the fancy bells and whistles.

The economy banner comes with an aluminium base with adjustable protruding feet.

Your local Signarama consultant will advise on the best options for banner displays and designs to suit your budget, brand, and location.





## Classic Banners

Our classic range of roller banners are an absolute must for anyone who regularly has display stands or provides signage and display solutions to their customers.

## Single Sided Banners

Our classic single-sided banners are all reusable / interchangeable.

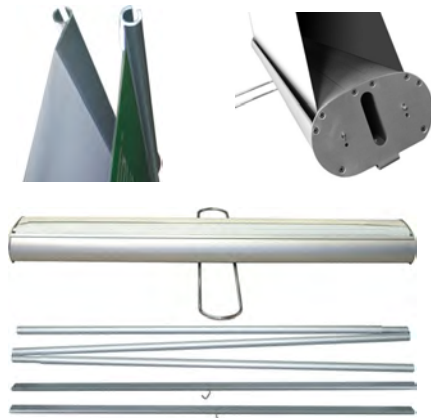


Also available as a black base.



## Double Sided Banners

Perfect for tradeshow and exhibitions or even office spaces where both sides will be on display.



Different coloured bases, soft carry bags, hard carry cases, spotlights and other banner accessories are available. Your Signarama specialist will recommend options based on the type of banner you use.



## Premium Banners

Our premium range of pull-up banners are a great solution for long term display solutions. The sleek, low profile complements the high end aesthetic of your brand image.

Each premium roller banner comes with:

- durable, heavyweight aluminium base
- cartridge & tongue for media installation
- top rail
- vertical pole
- carry bag for quick & easy transportation



## Single Sided Banners

Our single-sided pull-up banners are the most popular choice out of the premium range.

Interchangeable pull-up banner units are also available. They have a sleek design with interchangeable cartridge that takes minutes to replace, plus adjustable vertical pole (extends from 1600 - 2200mm).



## Double Sided Banners

Our double sided premium roller banner range is the crème de la crème of display equipment. They feature our longest lasting, highest impact options from our entire range. Base can also come in black.

## Outdoor Banners

Printed on durable, high-quality vinyl, our double-sided outdoor banners are UV and water-resistant for long-term use. The base is filled with sand or water to create strong wind-resistance and stability. It also has wheels for easy relocation.



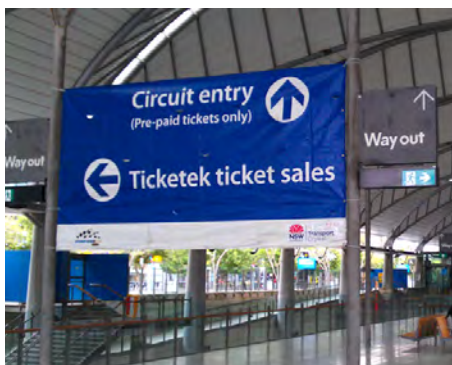


# Banners

## Promote your brand and message anytime, anywhere.

Banners are a versatile and cost-effective signage option for both the indoors or outdoors. Display your banner horizontally or vertically at all sizes, you'll find the perfect one for your message and space.

At Signarama, our installers are highly qualified and experienced, ensuring a smooth installation process.



## VINYL BANNERS

Banners can be produced with computer cut adhesive graphics applied, or digitally printed in full colour onto PVC vinyl using our cutting edge printers. Our latex printers are more eco-friendly and odourless, with increased durability and weather resistance. Screen printed banners are economical for higher volumes (30 or more).

Full sewing options are offered, including hemmed edges, ropes & eyelets, keder track and Velcro.

## THINGS TO CONSIDER

- We recommend creating wind vents on banners longer than 3m. These are small flaps cut in the banner that allow airflow to prevent them from ripping.

## MESH BANNERS

Great as outdoor signage on construction sites, sports grounds, festivals and event sites. Cover extensive areas with long rolls of mesh.

Banners are printed through dye sublimation. We use shade cloth or PVC mesh. The small holes in the mesh material allow for airflow to prevent the banner from ripping apart. The holes don't affect the clarity of the print when viewed from a distance.

Banners are finished with reinforced/ welded edges with eyelets for every metre, then attached to the fence with cable ties or ropes.

## BILLBOARDS

This is a great option for large format signage that needs to be changeable or moved/re-used.

Printed in full colour digital on external grade PVC vinyl banners, our billboard signs are smooth, glossy, weatherproof, and UV resistant.

Visible from great distances, billboards are typically installed on a keder / sail track for super strength and ease of fitting.

Our banners are all fully customisable. Talk to your local Signarama specialist about your ideas and options.

# Table Throws & Pop Up Counters



## Transform an ordinary table into an advertising space!

Commonly used in market stalls, trade shows, demos, exhibitions and other promotional events, table covers are an economical way to present your business to customers in style.

They are printed with dye sublimation on lightweight, durable polyester fabric and are machine washable, allowing you to use them repeatedly for years. Our tablecloths are designed for the standard 6ft (180cm) or 8ft (240cm) trestle tables, but custom sizes are available. Available as a fitted table cover, stretch cover or draping throw.

## POP UP COUNTERS

Our pop up counters are another cost-effective portable counter solution. The sturdy frame is assembled with magnetic bars that clip into place, then the graphic is applied. The counter top finally slots into place to complete the display. The frame is reusable, so designs can easily be changed.

## Maximise your brand exposure in rain or shine

Marquees are a portable, durable signage solution for when you're in the elements. They are popular at markets, trade shows, product launches, and other outdoor events.

Our marquees are manufactured with top quality materials and engineered for ease of use and setup. Using the dye sublimation printing process on polyester, your design is reproduced in remarkable high resolution. It is then installed on reinforced aluminium frames that are lightweight but strong. The canopies are water repellent and certified UV resistant, so your display is resilient for a long time to come.

There are a number of different sizes: 3m x 3m, 3m x 4.5m, and 3m x 6m being the most popular. There are also a number of options in terms of full/half height walls, accessories and different methods for weighing down your tent.



## Marquees and Tents



# Posters

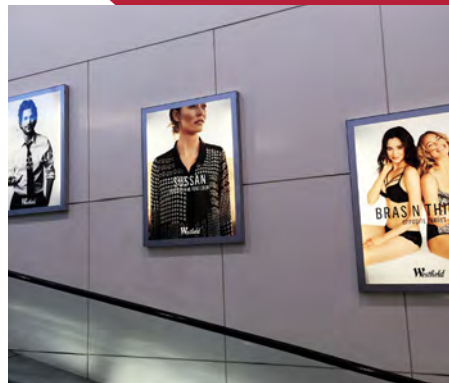
## High quality posters for all occasions

At Signarama, we offer a wide choice of poster materials and finishes to print on, depending on your requirements and budget. We utilise the latest printing technologies to deliver impressive results at affordable prices with fast turnarounds.

Our posters are commonly printed on PoliPrint® polyester synthetic paper. They are durable, versatile and tear-resistant, providing excellent printability for a high-quality look and feel. Its smooth white matte surface makes it suitable for backlit displays, store windows and point of sale, outdoor signs and other signage applications.

Standard posters are available up to 1500mm wide. They can be mounted to walls or as a hanging rail.

**Talk to your local Signarama consultant about customisation options.**



## Corflute Signs



## Versatile signs that promote your business in any location

Corflute can be thought of as plastic corrugated cardboard. Suitable for both indoor and outdoor use, corflute signage is a cost-effective solution for advertising or informational signage. Popular with real estate agents, construction sites, and event organisers, it is easy to handle and set up.

Commonly used as inserts for A-Frames (600mm x 900mm), or folded like an A-Frame, and Fence/Barrier Signs, it can be cut to any size to suit your requirements. You may also choose to have eyelets to easily attach the signs to a fence or structure with zip ties or rope.

Corflute can be printed in full colour, on a single side or double sides. They can be finished with UV and weather resistant vinyls for that added protection.

# Floor Graphics / Decals



## Transform your floors into an advertising space

Floor graphics are popular in shopping centres, conventions, airports and high traffic areas for brand awareness, wayfinding, safety signs and promotions.

Our graphics are printed in full digital colour onto a removable self-adhesive vinyl with anti-slip and scuff resistant laminate on top. The vinyl we use will depend on how long you need the graphic for. UV and graffiti protection can also be applied.

We can die-cut to any custom size or shape. The floor should be a smooth sealed surface, like painted concrete, tiles or laminated floors.

## Cafe and Event Barriers

### Maximise your partitions and high traffic areas using your brand

Our barriers are sturdy, lightweight, and easy to set up. Designed to be weather resistant, they complement other outdoor promotional signs, providing branding consistency and a neat boundary around your space.

They can be a complete signage solution, or removable insert. All barriers can be sail tracked or roped to frames with a choice of single/double interlocking feet or in-ground socket. Frames are steel powder coated 50mm round tubing.

### THINGS TO CONSIDER

- We strongly recommend that barriers are secured to prevent injury or damage – bolt them to the ground, or purchase weight bags
- Store the barriers during harsh storms and winds





# Media Walls and Backdrops

## Are you looking for the perfect way to stand out at events and tradeshow?

Media walls are the ultimate freestanding display, designed for displaying sponsor logos and promotional backgrounds for tradeshow, PR, and red carpet events. Backdrops are durable, waterproof, fire-resistant, and wrinkle-free. They are easy to set up, and come with a roller carry bag.

Your design is printed on stretch fabric skin and secured using velcro around a lightweight, high tensile aluminium frame, much like a marquee frame. We recommend fabric over vinyl to minimise photo glare.

### THINGS TO CONSIDER

- You may like to consider Pull Up Banners as another solution to create a backdrop effect.
- Printed graphics of a media wall are interchangeable, so you can continue using the same frame. This is a cost-effective measure in the long term.
- The standard size of our media wall is 3 x 3 / 3 x 4m booth, but we can customise your backdrops to any size or shape.





# Tradeshow & Custom Display Systems



## Get more out of your participation in trade shows

Our trade show products, services and systems are globally proven, and with our national coverage, we can deliver a quality result wherever you need to be noticed.

Digital Printing has revolutionised trade show presentations. The economical production of one-off signs, posters and banners means that displays no longer need to be produced for multiple use to justify the costs involved. Sturdier options that provide durability are of course also available.

Stands can also be dressed with different printed skins. This allows you to maximise your investment and get the most out of your tradeshow display. By re-using the internal structure, different external skins can be produced for different events that will fit straight over the top of the framework.



## HOW TO CREATE EFFECTIVE TRADESHOW DISPLAYS

Your Signarama consultant knows all the tricks of the trade show. We'll help you:

- Choose the right colour scheme to complement your brand and help your booth stand out.
- Create unique, attractive designs that communicates your brand and messaging.
- Select lightweight, durable booth and graphic material for easy transportation and storage that also meets your budget.
- Distil your product information into simple, memorable copy.
- Strategically position graphics to drive traffic into your booth.







# How do I design the perfect promotional sign?

While everyone has their own idea of what makes for a creative masterpiece, there are a few key ingredients to a great, effective sign.

## The Right Information

Ask yourself: Does my sign include every detail people need? Is it all necessary? Can I leave it out?

When it comes to type, keep it simple.

## Good Legibility

When you're designing on a screen, consider the scale of the design. What looks great at a small scale may not translate at a much larger size. Our photographic proof gives a good idea of how your sign will look when installed.

Signs should take into account how they will be viewed and read from different modes of travel including people on foot, in a car, or bus. These people will only have a few seconds to look in that direction, so ensure everything is big and simple for maximum impact.

Complement the architecture of the building in terms of style, scale and proportion.

## Location, Location, Location

Just as important as the scale of a sign is where it will be located. While you may not always have a specific answer or physical address, think about it in

terms of primary placement.

Will the design be featured in the sky, such as a billboard; on the ground, such as a flag or pull up banner sign; will it be indoors?

Location also plays a role in determining other factors about signage. There may be restrictions placed by your local council. Always make sure to check regulations in your area before getting too far along in the process.

Designing for location can be tricky if a single design is going to be used in a variety of different environments. Plan your signage for the most visible and highest traffic areas first, and consider multiple versions of a similar design.

## Brand Connection

It's important that your signage connects to your brand. You can achieve this through colour, materials, typography and integration.

If your business name doesn't say what you do, consider including a one-line summary of what your business does or a slogan that describes what sets you apart from your competition. Don't forget to include your contact details!

Great signage incorporating your identity can enhance your space and creates an extension of the brand.

## Sign Buyer's Checklist

Here's how to identify your signage needs and guide your Signarama consultant to making the best recommendations for you.

- What is the primary message you want to convey?
- Is the sign going to be permanent or temporary?
- Will it be indoors or outdoors?
- Will it be applied to an existing surface or a product supplied by Signarama?
- Where will the sign be viewed from?
- Do you have specific colours that need to be matched?
- Does artwork exist or do you want Signarama to create it?
- Are you going to install it or will you get Signarama to do this for you?

By answering these questions, Signarama will be able to make specific recommendations to meet your requirements.

# Preparing your artwork

**We can help you with your existing art file, so you get the result you want.**

## HOW TO SEND YOUR FILES TO US

Many files can be emailed directly to us. Photographic art (bitmap or raster files) is often too large to email. These can be sent on CD, USB, uploaded via the Artwork Upload form on your local Signarama store's website, or on cloud services like Hightail, Dropbox, or WeTransfer. We work with most common file formats.

## TIPS

**Fonts & Text** – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there is sometimes one that we don't have).

If you don't know how to convert fonts to outlines, just ask your local Signarama consultant, and they will tell you how to do it on your design program.

**Colour** – colour is an important part of good signage and exhibition graphics; however, the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Signarama digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity.

## SCANNING

We can offer scanning services for photographs, logos, etc. These are scanned up to 2400dpi. The bigger the original, the better the result.

The logos and designs are the property of the company they represent.



## If you have no artwork, no problem!

Our national network of Signarama sign centres have thousands of high-resolution photos, images, illustrations, fonts and backgrounds.

Whether or not you have an in-house designer, Signarama can work with you to build the best brand image possible.

**Contact your local Signarama sign centre today to learn more about our professional creative design services.**



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