



How To Specify
**Signs That Are
Fit For Purpose**



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New signage can give a breath of life to your brand and your business. Regardless if you choose to carry out a full rebrand or a simple brand refresh; making sure your signs are always updated gives your customers confidence that you care about your brand and therefore your customers. When you are choosing what signage to use for your business, it's a good idea to give it some thought before you engage the assistance of a sign company. This ensures that the finished project will meet your expectations, and reduces the possibility of disappointment.

Proper planning and preparation is the key to making projects work; failing to plan is planning to fail. You have to be clear from the outset about what you want and need from your signs. Otherwise, the sign company may have to interpret your instructions or work on assumptions, and you might receive something different to what you expected.

Define The Purpose

First of all, you must decide what you require from the finished signs. Signs can have many purposes, from raising awareness of your brand to directing customers to your business location. They may need to withstand adverse weather conditions if they are exposed to the elements, or be designed sympathetically with the appearance of the area in which they will be placed.

The main questions that you will need to answer are:

- How long do you expect the signs to last?
- Do you need the signs to illuminate?
- How far away do you want the signs to be read from?
- What message do you want the signs to display?

Let's take each of these questions step by step, in order to help you to create a sign specification that will lead to a finished product that exceeds every expectation and acts as a beacon for your brand.

How Long Do You Expect The Signs To Last?

Firstly, you must consider how long the signs will be used before you expect to update your brand image. Most corporations will update their branding every seven to ten years. This might come sooner if you are expecting to be involved in a merger or make an acquisition. Conversely, it may be longer between rebrands if your business is very traditional and well established. You can expect a new sign to last somewhere between six months and fifteen years. This very much depends on the materials and manufacturing method that are used, so you should consult with a sign consultant to find the best balance between price and longevity.

Check the sign component warranties carefully, so you are sure what is specifically covered (and also what is not covered). A warranty might say it lasts for five years, but you must be certain of exactly what the warranty will cover, or you might find it is effectively worthless. Warranties often have fine print that contains a list of conditions that you might find unacceptable.

Do You Need The Signs To Illuminate?

An illuminated sign is a must if your business operates while the sun is down. It can also be a great way to raise brand awareness, even if your store isn't open after dark. A good illuminated sign can stand out from the crowd. Illuminated signs will cost more, and a brighter sign will further increase the price. Be careful not to make it so bright it can't be read, and don't forget to think about the electricity costs of running it for most or all of the night.

What Message Do You Want The Signs To Display?

Your message may be simple, or it may be complex. You need to think carefully about what information you want to convey. Make it relevant and straightforward. Be wary of attempting to use very specific information that may quickly become outdated. Some options for messages are:

- Brand only
- Brand and tagline
- A secondary message such as location name or directional information

Do not include so much information as to make it confusing or hard to understand. Clear instructions such as "Next left" underneath an arrow are effective. Large lists in tiny writing tend to be less useful.



Get Help From SignManager



SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

Some of the benefits of outsourcing your sign program include:

Brand And Marketing Managers benefit from a single point of control to ensure the brand is consistently applied across their national and international presence. You may also wish to set up systems to manage the brand throughout its lifecycle.

Property And Construction Managers benefit from having a single point of contact to assist their team. This can provide expertise, a national network of resources, and access to specialist systems to make implementing signage projects simpler. They will also see improved quality control processes, better risk management, a more flexible supply chain and achieve the best market value.

Facility Managers benefit from quicker response times from a national network of service-providers and lower costs through the intelligent use of asset data and mobile tools.

Procurement Managers are empowered to achieve the best market value for their full Capex and Opex budgets.

SignManager provide a mechanism for a competitive bid process for 100% of the spend, rather than just the 60% made up of standard products and services. We can also help you cut costs through improved product design, better buying behaviour and strategic spend analysis.



If you'd like our help with a strategy to better manage your signage and branding requirements, simply email us at info@signmanager.com.au

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