

## Signs Express gets a new look!

After celebrating 20 years in franchising in 2012, Signs Express is delighted to launch its new corporate identity. All elements of the brand have received a fresh new look; from signage, literature, van graphics, press advertising through to the company's website.

Before launching their new brand look, Signs Express, which has over 70 franchisees, undertook extensive customer research; including focus groups and a national survey to help shape the direction of the new look and feel.

Using a new bright and engaging colour palette, we have been able to breathe fresh air and energy in to our brand reflecting the dynamic and creative signage company we are

Signs Express provides a one-stop-shop for signs and graphics for businesses large and small and is a full member of the British Sign & Graphics Association and the British Franchise Association.



## Community involvement!

### Isca College of Media Arts

Signs Express (Exeter) played host to the next generation of graphics specialists.

Local school Isca College of Media Arts brought a group of Year 10 students studying for a vocational BTEC on Creative Media Production to the unit so they could compare the taught theory with 'real-life'.

Whilst with us they gained an understanding of how we deal with customers, our production processes, from initial enquiry to delivery, and the technical side of making signs – especially graphics.



A great day was had by all.

### Dressing up for Charity



Nick Baxter-Sibley, co-owner of Signs Express (Exeter) was happy to be kicked off the sofa by his daughter Kelsey to take part in the 2012 Exeter City FC Santa Dash.

Donning appropriate outfits Nick staggered & Kelsey ran from the Exeter Guildhall to St James' Park with Nick wheezing all the way.

The sponsorship money was split between Devon Air Ambulance Trust and Exeter City's Football In The Community.

Nick & Kelsey were delighted to be confirmed as the top fundraisers for the run. Nick & Kelsey would like to thank all the customers of Signs Express (Exeter) who sponsored them for this run.

## NEWS IN BRIEF

### Blue Chip Sponsor Board at Exeter Chiefs

When Blue Chip holidays asked us to supply and fit a sponsorship board at Sandy Park, the home of Exeter Chiefs, we weren't envisaging any problems.



The weather, however, had other ideas with cold, stormy conditions prevailing. The rain and snow didn't stop us but high winds proved more of a challenge.

Fortunately the winds dropped on the morning of the match. Ever flexible and with co-operation from the team at Sandy Park, our installation team worked from the early hours of the morning on Saturday to ensure Blue Chip's sponsorship board was erected for the game against Leinster that afternoon.

### Nail Fairy

We asked Alyson Jobson of 'The Nail Fairy' how signage has worked for her...



"In the past I have wasted time and money on paper advertising. In 2003, my husband bought me a vehicle for my business, 'The Nail Fairy', and used Signs Express (Exeter) for the artwork. As it was a new 'mobile' business, it was important to get the advertising right.

Now, for over nine years people have continually noticed my car in the Exeter area and beyond and I have a new vehicle with an updated version of signage.

My business has definitely grown and I'm grateful to the staff who advised me on the sign writing. I would recommend any business to invest in the same way!"

## Guildhall Shopping Centre

We were delighted to work with Red Rocket to promote the recent signage refresh for the Guildhall Shopping Centre.

Located in the centre of Exeter, Guildhall Shopping combines a modern shopping centre with traditional architecture. The Queen Street façade was designed by the same architect as Covent Garden in London and it is the only shopping centre in the world to boast a 12th Century church at its heart!



Jane Mason from Red Rocket commented: "Red Rocket has been working with the Guildhall Shopping Centre Exeter since 2000. We take responsibility for the total annual marketing budget of which a proportion is allocated to the ongoing development of the signage for the centre. Although the Guildhall's identity has never been redesigned, it has however undergone a series of refinements that needed to be reflected throughout a range of signs that includes directional, menu, display and information.

Signs Express (Exeter) has become a trusted partner in a process that requires precision, technical expertise and critical timing. When working with existing components and design elements, accuracy with measurements and attention to detail are essential. The technical knowledge to offer alternatives and potentially an improvement in the production process are also useful qualities. Finally, when work needs to be undertaken with minimum disruption to the centre and its customers, deadlines and timings are crucial.

All these things combine to give Red Rocket complete confidence in the ability of Signs Express to provide a service to the exacting standards required."

Andrew McNeilly, the Centre Manager, commented: "I trust Signs Express (Exeter) to turn up on time and get the job done quickly and safely - a priority in a busy shopping centre. They are competitively priced with friendly helpful staff who are flexible to their customers' product needs and times of installation. You don't have to worry about the quality, it will always be spot on... I wouldn't consider anywhere else".



## MEET THE TEAM

Name:  
Nigel Tucker

Position:  
Full colour & design

Time in position:  
15 years

Where Do You Live:  
Teignmouth

Hobbies:  
Walking, family & his dogs

Favourite Food:  
Beans on toast

First Car:  
Citroen BX

Dream Car:  
Chitty Chitty Bang Bang

Dream Holiday:  
Lots of sleep!

Interesting Fact About You:  
Once played keyboard with a group called Loca on a record that was a hit in the clubs in 1992!



## CONTACT US FOR:

Banners, Vehicle Graphics,  
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Signs Express (Exeter)

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