

Making your exterior sign more effective.

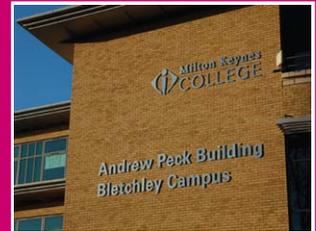
Quality signs and graphics are a powerful means of creating a positive first impression of your business and standing out from the competition.

Signs Express bring their expertise and experience to ensure you make the most of this cost-effective communication. We work with you in making the right choices; we continue to offer support and advice from initial enquiry to project completion and we tailor our wide choices of materials, finishes and positioning to best suit your needs.

Here are a few things we explore together in supplying the most effective signage:

- 1 What is the key message and who is it aimed at?**
Are you telling customers important information? Is it a way to promote your business to potential new clients? Or directional signage for the general public? Whatever the communication, we identify the most relevant solutions and dynamic display.
- 2 Where is the sign going to be positioned?**
It could be a simple question of freestanding or fixed to a building. More importantly, is it in the right position to achieve the best results? What are the potential problems of weather, collision or legibility? Our expertise identifies the optimum location and ideal materials.
- 3 Size, colour, style - so many options, so, how do you choose?**
Site surveys by experienced staff allow us to specifically tailor our advice on the ideal combination, complete with positional recommendation, design selections and material specifications. We work with you to ensure our proposals best fit your circumstances, costs and corporate identity.
- 4 Permanent signage or a temporary measure?**
Whether you need special signage for a short term tactical promotion or a sturdy structure to last for years, we are committed to the same quality of service and support. As always, we evaluate each requirement on its merits and supply recommendations to match.
- 5 Do you need your signage to be effective day and night?**
Our expertise in illuminated signage means we can maximise your exposure and get full value for your investment. Lighting can be projected onto the sign or we can integrate the manufacture of your sign with illumination using low energy LEDs or other light sources, working with you to deliver the greatest impact at the best price.
- 6 Does external signage need planning permission?**
Not in every case, but we are always happy to offer our clients our experience in fulfilling local council's planning permission requirements. Your local authority must consider its effect on the neighbourhood or amenity; as well as public safety. For more information, view: Outdoor advertisements & guides: a guide for advertisers, published by the Department of Communities and Local Government.

FACTSHEET



These insights are designed to illustrate that whatever your budget, you will still receive the same expert advice and quality service from Signs Express.

