

Health & Hospitals

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



PATHOLOGY



CARDIOLOGY

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

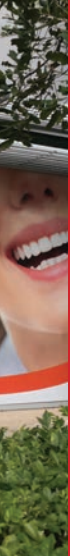
→ Environmental

→ Technical / Digital



Patient centred solutions for brand and safety

From dentists to podiatrists, to large medical centres and hospitals; Signarama have delivered signage solutions across Australia for the health sector for over 20 years. We understand how to create a welcoming environment for patients as well as ensuring your signage meets all statutory requirements. Leave patients with a positive impression of your business with great signs delivered by your local Signarama experts.



We have the skills and experience required to work on large-scale buildings and multiple sites, so you can rely on us to deliver signage that meets your brand guidelines and looks great, every time.

Talk to a Signarama expert.

With the right signage strategy you can:

- Catch the attention of pedestrians and motorists with high impact signage such as dimensional lettering and pylon signs.
- Direct patients with well-designed wayfinding and directional signage, from your carpark to inside your building.
- Use window graphics and frosted films to add colour and branding while at the same time provide privacy.
- Create a welcoming and professional reception area that puts patients at ease and conveys important information.
- Use wall graphics and digitally printed wallpaper to transform your rooms according to the mood you want to create.
- Ensure staff and patient safety with compliant accessibility and safety signs throughout your premise.



THE PATIENT EXPERIENCE STARTS WELL BEFORE THE CONSULTATION

Making Patients Comfortable

Locating a medical service for the first time, accessing transport and car parking, finding amenities and waiting in unfamiliar environments can contribute to patient stress and anxiety at a time that may already be quite stressful.

Take into account the varied mobility and cognitive needs of many patients and it's clear that creating a welcoming physical environment is an important component of patient care. Good signage can contribute to patient comfort and satisfaction.



You can contribute to patient comfort and satisfaction by providing

- Exterior signage to assist patients to easily identify your location.
- Reception signage that welcomes and directs patients to engage with staff.
- Waiting room signage that gives patients directions to amenities and assistance.

- Wayfinding signage that assists patients in navigating to needed services.
- Interior signage that distinguishes between clinical and non-clinical spaces.
- Door and directory signage that accurately reflects who is on duty.
- Window signage for privacy between spaces.

POPULAR OPTIONS

- **Directional & Wayfinding**
- **Frosted Window Graphics**
- **Wall Graphics**
- **Digital Message Signs**
- **Statutory Signage**
- **Door Signs**



Support Staff Efficiency

Clear and easy to understand signage is also good for staff. When patients have the benefit of an information system, including elements such as a welcome sign and orientation aids, they are more self-reliant and make fewer demands on your staff.



HIGH VISIBILITY SIGNAGE

Building & Outdoor Signs

Whether you need signs for a boutique practice or a large hospital we can design and manufacture external building signage that delivers on all your objectives.

Current Trends

- Laser Cut Fabricated Letters – stainless steel and brass are now popular.
- Illuminated LED Signs – bright, highly efficient, economical and long lasting.
- Pylon & Monument Signs – to grab attention of passing traffic.
- Massive Scale Wall Murals and Wraps – make you highly visible and create great branding.

Design, Manufacture & Installation

- We identify and advise on suitable materials for the design.
- Manufacture signage to your specifications and council requirements using cutting edge printing and fabrication technologies.
- Installation carried out with modern safety equipment.

Project Management | Compliance

- We manage all aspects of your building signage project.
- Working directly with engineers, and can assist you with working with local councils and other planning bodies.
- Our strict WHS procedures and exacting standards ensure we comply with the very highest of industry standards.

“We engaged Signarama to do our new building signage and window frostings. The finished products look great and will attract lots of attention from the passing traffic! Highly recommended!”

Julia Hong





Planning your project

Any major signage project involves planning. Consider the message you want to convey, the location of your signage, and the timing of your project to ensure we can meet all of the necessary requirements to install your signage on time. Large signs will generally need planning and building approval from your local council.

Each Council will have a different set of regulations, so ask your Signarama consultant about the requirements in your area.

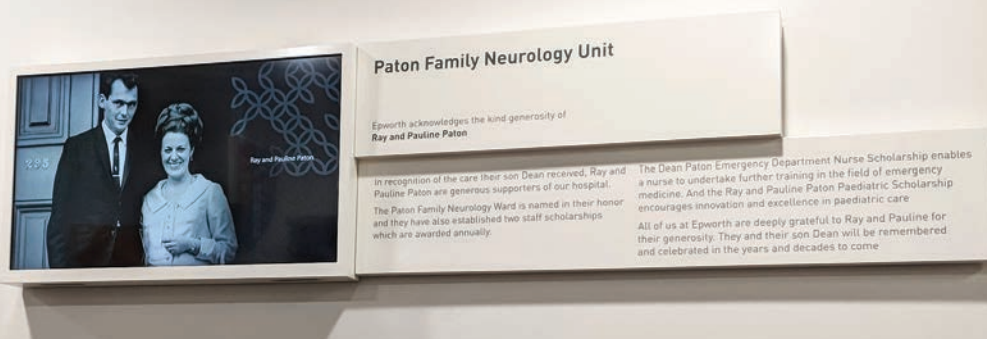


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**HUMBER RIVER
HOSPITAL**

Patient Care Reinvented.

“Signarama did my reception signage. Absolutely satisfied with their approach and outcome. Happy to give them 5 stars.”

John, VBA Builder



Entrance & Reception Signs

Your entrance needs to represent the values of your brand as well as be welcoming and informative. With clean designs, professional finishes and an understanding of the importance of putting patients at ease our sign experts will help you create the perfect solution.

Don't forget your counter fronts, walls and windows which can all be enhanced with digitally printed graphics, frosting and illumination. Often overlooked floor graphics are another great way to welcome and direct your patients.

Areas To Consider

- Work from the focal point of your entrance outwards.
- Walls, floors, counter fronts are all useable surfaces whether it be for company branding or patient information.
- Keep designs simple and un-cluttered to create a calm and professional space.

Current Trends

- Backlit illuminated letters and logos.
- Brass and brushed metal 3D lettering.
- Photo prints backlit on counter fronts.
- Wall and Floor Decals.

Handy Tip

Consider the lighting in your reception area. No one wants to sit in a dark dimly lit space. Maximise natural light if you have the luxury of windows as it has a positive effect on mood – whereas fluorescent lighting is the opposite and should be replaced with softer options.



INNOVATIVE SIGNAGE OPTION

Wall Graphics & Decals

Wall graphics are a fast and affordable way to completely transform a space. Whether you need to create a calm and relaxed mood or an energetic and motivational one, digitally printed wall graphics offer an array of choices and customisation.

Our wall graphics and decals are printed on a range of high-grade vinyl or non-PVC materials with overlamine finishes, and installed by skilled applicators.

"We found the whole experience of working with you guys a pleasure. We gave you a concept and you did all the rest for us. The installation was smooth and painless and the final product is spectacular."

Steve Colquhoun



Our Capabilities

- We are equipped with advanced printing technology and materials.
- Our qualified graphic designers work with you to create your customised graphic and supply a visual for approval before printing.
- Wall graphics can be designed for any space including corners, ceilings and odd shaped surfaces.

Current Trends

- Colourful room wraps are great for relaxing children.
- Wall & floor decals help direct traffic or display information.
- Hi resolution photo images used as wallpaper to create inspiring spaces.
- Lift and door wraps to create interest and help identify rooms.

Economical Solution

Wall graphics are one of the most cost effective ways to transform large spaces.

Signarama have in-house large format digital printing capabilities that make the production – no matter how creative you want to be – simple and fast.



Dementia walls & door decals

Custom wall, door or ceiling graphics for aged care, dementia or special needs environments assist in transforming blank or potentially dangerous spaces into comforting, reflective and soothing environments, which assist with delivering care.

There has been conclusive evidence to suggest creating familiar spaces and soothing environments greatly assists a resident's wellbeing, along with offering a level of comfort to loved ones.

Talk to your local Signarama consultant for advice.



IMPROVE VISIT EXPERIENCES

Digital Signage

Healthcare facilities have to communicate with very different audiences – patients, visitors and staff – all of which have different interests and needs. Digital signage is a great option for tailoring messages and information to various groups.

Signarama can design and produce digital signage displays, screens, stands and boards. From waiting rooms to hospital directories we have digital solutions tailored for healthcare.

Digital signage can be used to:

- Educate – show nutrition info and health tips.
- Inform – advertise offers and billing policies.
- Alert – publish safety and emergency alerts.
- Engage – show cable feeds, news and weather.
- Direct – offer digital wayfinding and directories.
- Raise Funds – thank donors and encourage giving.
- Communicate – target staff areas with internal messages.

Current Trends

- Illuminated LED Signs - bright, highly efficient, economical, and long-lasting.
- Laser Cut Fabricated Letters - stainless steel and brass are now popular.
- Digital Signage & Dynamic Messaging.
- Massive Scale Wall Murals and Wraps.

Project Management | Compliance

- We manage all aspects of your signage project.
- Working directly with engineers, and can assist you with working with local councils and other planning bodies.
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Illuminated Signs

One of the most effective ways to create awareness around your medical practice is by using eye catching illuminated signage. Illuminated signs are fast becoming a must have for businesses that depend on awareness in the local community.

LED technology has advanced the ways in which your signs can be lit – from 3D fabricated letters, backlit logos and under awning lightboxes. Their low power consumption and durability mean that LED signs are a popular option, delivering long term cost savings.

POPULAR OPTIONS

- **LED fabricated letters and logos**
- **Under awning lightboxes**
- **Backlit reception signs**
- **LED lit wayfinding signs**





Tip. Chart Patient Flow

One of the most effective ways to improve the patient check-in-experience is to actually chart the flow of patients from where they park through to arriving at the check-in desk.

To make sure you are seeing the full picture, draw a map of your practice and highlight the path patients would typically walk.



ASSIST YOUR PATIENTS FROM THE MOMENT THEY ARRIVE

Wayfinding & Directional Signs

Signarama can work closely with you to ensure your wayfinding and safety signage is clear, strategic, and workplace compliant.

Wayfinding needs to be designed for everyone and that includes the people who have the most difficulty in finding their way such as first time visitors, the elderly, people with limited English, or those with vision and mobility issues.

Poor wayfinding systems can increase anxiety, confusion and dissatisfaction with your service. They can also represent a significant hidden cost to your business due to lost time from staff giving directions, as well as appointment delays

POPULAR OPTIONS

- **Directory boards**
- **Room & door signs**
- **Braille & Accessibility signs**
- **Traffic and parking signs**
- **Safety signs**



USE YOUR WINDOWS FOR MARKETING

Window Graphics & Frosting

Digitally printed window graphics are a great way to promote your practice while achieving the privacy needed in your rooms.

POPULAR OPTIONS

- **Wrap external facades with integrated window and wall designs**
- **Use one way vision (perforated vinyl) to allow light in whilst maintaining privacy**
- **Frosted films for internal glass walls and doors**
- **Temporary decals for offers and information**



PROFESSIONAL IMAGE WITH MAXIMUM VISIBILITY

Monument and Pylon Signage

For high visibility, engineered pylon signs and free standing monument signs are a great choice.

Freestanding signs can brand your business as well as provide directional information. Add LED illumination and digital messaging for a complete solution.

The supporting structure will be manufactured out of steel and can be mounted on reinforced concrete footings. The sign may be subject to an engineer's specification and planning approval from your local council. Your local Signarama consultant will advise and assist you with these statutory requirements.



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.

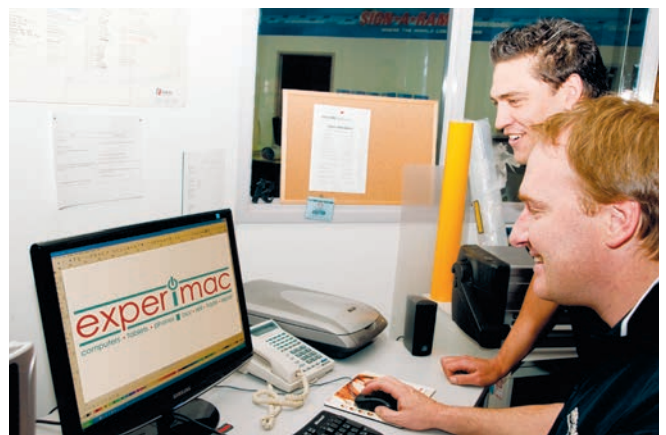
3. HIGH QUALITY MANUFACTURING

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>

