

Hospitality

Industry Signage Guide for Cafes,
Restaurants, Hotels & Venues



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.



Welcome guests to a great experience!

Is your signage working hard to impress your customers and grow your business? In these days of social sharing, the 'experience' your business delivers is more important than ever.

For hospitality venues your signage is a critical part of the ambience and can influence your long-term success. Take advantage of our knowledge and expertise – our guide covers what's popular, what's essential and what's new in hospitality signage.

"The whole Signarama team has been fantastic! Responsive to fiddly requests, efficient with documentation and quick with draft images for sign-off and most importantly installation. Top job folks - thank you!"

Jamie S.



There are so many great options for hospitality signage – from new LED technology to get you seen 24/7, to programmable digital displays and menu boards.

In the highly competitive hospitality market, great signage can be a game changer.

40% of consumers

follow an impulse stop to explore new hospitality venues based on their signage.

35% of customers

perceive wait-times to be less at hotels and restaurants if digital signage is present.

65% of customers

remember a restaurant or hotel brand name based solely on its sign.

Source: Nielsen Consumer Study

Building & Outdoor Signs

Well before your potential customers see your food, they see your signs. Great signage stands out from the crowd and entices customers in.

Dining decisions are often made on impulse – what you portray on the outside reflects on what to expect inside. Consider bright colourful signage if you're fast, friendly and casual, and toned down and sleek if you're modern and high end.

From cafés to five-star hotels, Signarama has the expertise and industry knowledge to assist you from design through to signage compliance.

ILLUMINATE!

For many cafés and restaurants, being seen at night is fundamental to trade. Latest LED technology allows for low cost illumination of external building signage. Think 3D fabricated letters, backlit logos, under-awning light-boxes and new LED neon.

HOT TRENDS

- LED Neon – New rope neon is far more flexible and durable than traditional glass neon signs.
- Stainless steel and brass laser cut letters that protrude from your building wall are eye-catching and modern.
- Full window graphics in one way vision vinyl give you maximum advertising without blocking out all the light or view from the inside.





"Their team did an outstanding job, with our signage, we're over the moon, so professional and nothing was a problem, I would highly recommend Signarama to anyone, outstanding!!"

Richard E.

POPULAR OPTIONS

- Illuminated Signs
- Building Wraps
- 3D Fabricated Letters
- LED Backlit Signs
- Wall Murals
- New LED Neon Signs
- External Menu Displays
- Lightbox Signs
- Flags & A-Frames
- Pylon and Monument





Switch Up Your Signage

We've all seen that restaurant in town that has the same exact sign up every day of the year for years on end. It looks raggedy, old, and out of touch with modern designs.

Don't let that be you. Consistently change your signage either with new specials you're offering, as new seasons roll in, or even as the months change. Do whatever you can to keep your signage fresh and interesting.



CONNECT WITH YOUR CUSTOMERS

Internal Signage

Don't disappoint your customers when they walk through the door. Making a big impression inside is just as important as the outside. Exceed your customers' expectations and needs.

BE CREATIVE AND STRATEGIC AT THE SAME TIME

Use signage to entice diners, promote deals and to create a space that makes them want to return again and again. It's important that your signage connects to your business' brand.

You can achieve this through colour, materials, typography and integration. Great signage incorporating your identity can enhance your space and creates an extension of the brand.

Your windows, walls, floors and counter fronts are all surfaces you can use. Make the most of all this 'advertising' space. Add lighting to some of your signs for maximum impact.

HOT TRENDS IN HOSPITALITY

- Digitally printed wallpapers and murals are a fantastic way to transform a space.
- New architectural vinyls and laminates can be used to refurbish existing furniture and fixtures.
- LED neon rope is a new alternative to classic neon that is great for name and logo signs.

POPULAR OPTIONS

- Window Graphics & Decals
- Illuminated Signs – LED & Neon
- Promotional Banners & Posters
- Wallpapers & Murals
- Floor Graphics & Decals
- Lightboxes
- Digital Screens
- 3D Lettering and Logos



IMPRESSIVE POINT OF SALE

Menu Boards & Point of Sale

75% of buying decisions are made in-store, and on impulse. Whether you're a hipster café or in a highly competitive food court, investing in strong point of sale signage is a must.

Your board will be more engaging with high quality images, easy to read fonts and a clear message.

Consider professional copywriting to make your menu memorable.

Ample lighting is extremely important so consider LED illumination to really stand out.



For many, the menu board is a key tool for creating a positive customer experience that leads to increased sales and efficiency during the order process.

GO DIGITAL!

The growing trend within the hospitality industry is to use digital menu boards. They allow for appealing visuals, flexible formats and fast changes. Two screens side by side or three screens side by side are a popular choice. This allows for maximum content to be displayed in a space-efficient format.

POPULAR POS SIGNS

- LED Lightboxes
- Menu Boards
- Counter Front Graphics
- Black / Whiteboard Vinyl
- Pull Up Banners
- Wall & Floor Decals

Menu Design Tips

- ✓ Use a professional copywriter
- ✓ Drop currency symbols
- ✓ Invest in good photography
- ✓ Use boxes to highlight sections or specials
- ✓ Make sure there is well lit lighting
- ✓ Match typography to your branding



HELP YOUR CUSTOMERS FIND THEIR WAY

Wayfinding & Accessibility

All of your customers think differently, so they need visual cues such as maps, directions, and symbols to help guide them around your venue.

Being functional doesn't mean you can't remain true to your brand image.

From easily changeable directory boards, pillar and post metal outdoor signs, and building signage that aids wayfinding, Signarama can customise a solution to suit your needs.

Our signage teams will work closely with you to

ensure your wayfinding signage is clear, strategic, and workplace compliant.

From fully customised signage to off the shelf standard signs we can help you tick all the boxes to maintaining a safe and regulated environment.



THE RIGHT MESSAGE AT THE RIGHT TIME

Digital Solutions

Dynamic media is proven to grab more attention and increase store traffic and purchases. Engage actively with your customers with eye-catching and relevant content.

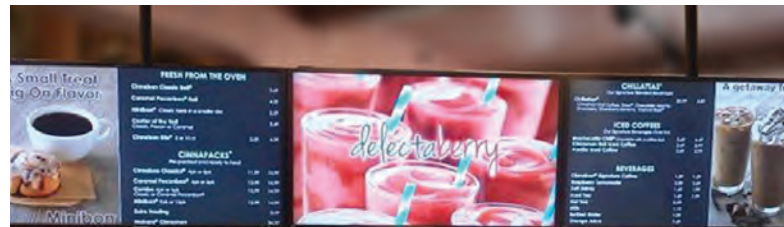
With digital signage you can highlight high margin menu items in real time, and seamlessly advertise promotions as they become relevant. Digital screens, stands and menu boards can be incorporated in custom made signage displays.

BENEFITS

- Digital and interactive signs have a positive ROI in the long run – saving on printing costs and time.
- They allow you to deliver information relevant to your customers depending on time and season.
- They are easy to update and can be controlled from anywhere.

“ 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. I will definitely use them for my future signage needs.”

Christopher S.



YOUR BRAND ON THE GO

Vehicle Wraps & Food Trucks

From a single vehicle to an entire fleet, vehicle signs are an extremely cost-effective way to be seen. With a one-off investment lasting up to five years, it makes sense to turn your vehicle into a mobile billboard, spreading your message 24/7.



Fleet Graphics

We know that your brand is your biggest asset, and you need it to be represented the same way wherever it is.

Whether you have two or two hundred vehicles in your fleet, through our network of stores, we can manage any rollout nationwide through one single point of contact.



Turn every delivery into a brand experience. Not only is it an advertising opportunity, your vehicles are out there representing your business. Make a great impression on the road.

We use the latest wide-format technology available such as Avery, 3M and Arlon. Printed graphics are over-laminated with a matched conformable film to protect the graphic against UV damage.

Although every vehicle wrap is custom-made, we can provide graphics to meet almost any budget.

POPULAR OPTIONS

- Full Car Wraps
- Half Wraps
- Rear One-Way Vision
- Van & Trailer Wraps
- Vehicle Lettering
- Magnetic Signs



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

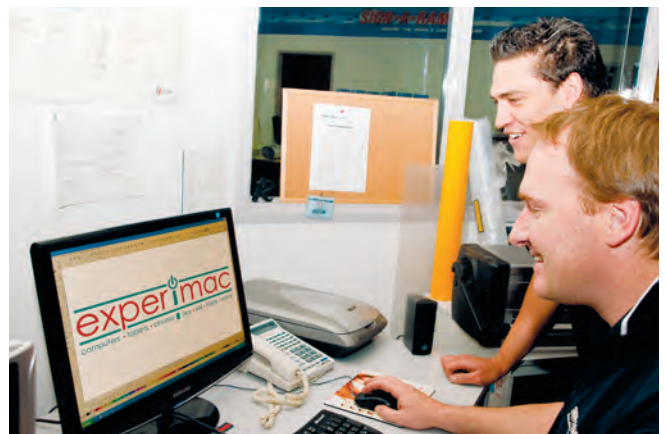
As all councils can differ, it is best to contact them directly so they can specify what you need for a successful application. Your Signarama consultant may assist you in this process.

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.

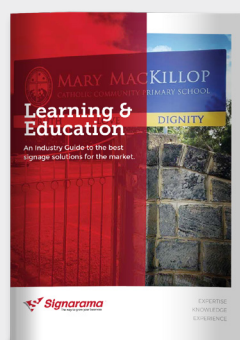
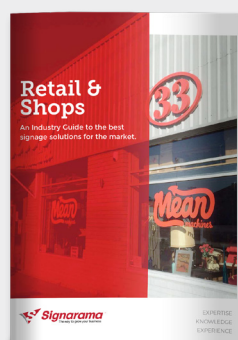
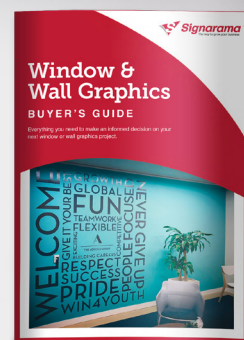
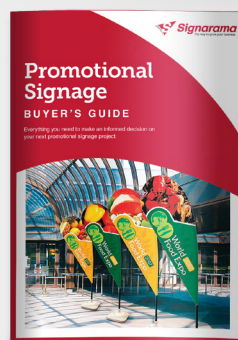
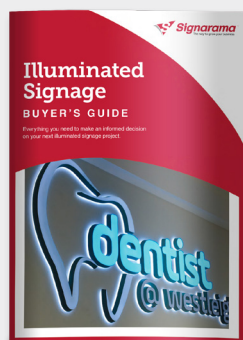


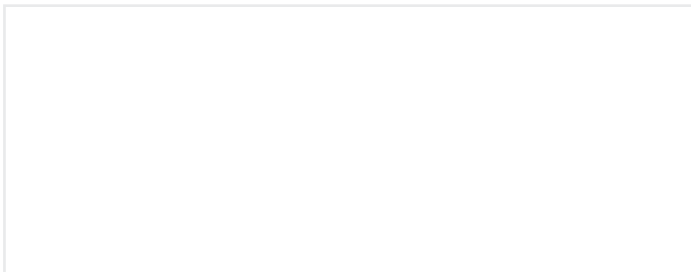
YOUR GUIDE TO SIGNAGE SUCCESS!

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>





www.signarama.com.au