

# Illuminated Signage

## BUYER'S GUIDE

Everything you need to make an informed decision  
on your next illuminated signage project.



# 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.



# Did you know illuminated signs are one of the most popular advertising solutions?

Illuminated signs work day and night to draw attention and double your visibility, driving your marketing message 24/7 and delivering maximum impact. If your business is competing for attention in a busy area, bright signage will help you get noticed.

LED technology has advanced the ways in which your signs can be lit – from 3D fabricated letters, backlit logos and under awning lightboxes, we will help you craft the perfect sign.



## You're in good company. See why we're the trusted illuminated signage experts.

“

*It's been a pleasure working with Signarama. They have taken on some tasks which have been in the impossible basket from my point of view and with a bit of research and tenacity, managed to come through with a solution.*

“

*Thank you for the amazing transformation of our building. Your attentive service made the process quick and easy. Your ability to problem solve when developing a solution ensured the end result looks great.*

“

*I have been using Signarama's services for years now and the quality of work is why we keep going back. The team communicate well and are incredibly flexible to ensure the work they do does not disrupt our office.*

**To learn more about illuminated signs, call or visit your local Signarama store to discuss your ideas!**

# The Signarama Difference

## Why use Signarama for your Illuminated Signage?

We understand that you are busy, and want to achieve excellent results for your business with minimum time investment.



### SPECIALIST GRAPHIC DESIGNERS

Our design team will work closely with you so we can deliver a final product that will meet and exceed your expectations.

They will discuss your requirements, gather together all of the required elements such as logos, colours, photos, etc, then design some concepts for you to approve.



### HIGH QUALITY MATERIALS

At Signarama, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.



### PURCHASING POWER

With over 850 locations across the globe, we also have the purchasing power of the world's largest sign and graphics network.

With our international resources, we utilise the latest technology and techniques to produce top quality results at the best possible price.



### PARTNERS IN BRANDING SOLUTIONS

Signarama is more than just your signage company. We can brand everything from pens through to corporate head offices.

Anything you can think to put a logo on, we can help! We are in the 'branding solutions' business.



### RESEARCH & DEVELOPMENT

Since 1986, Signarama has continued to research and develop new signage solutions for our customers.

Our size and our exposure to national and international world-leading technologies, means that we can bring you some of the most creative solutions available for your business.



### AUSTRALIA'S LARGEST NETWORK OF SIGN CENTRES

We have more than 100 Signarama Sign Centres Australia wide.

Chances are, wherever you have an office, so do we. Through our team of expert project managers, we can manage your signage nationwide through one single point of contact.

# Our Process

## At Signarama we pride ourselves on helping demystify the signage process for our customers.

By following these simple steps, we help make your branding process easy by taking the hassle away from your desk and letting you get on with running your business.

### 1. CONTACT US

Contact your local Signarama by phone, email, or website enquiry, or visit us in-store. We are easy to find on the internet, just search Signarama and select your local sign centre.

### 2. WE CONSULT

Your Signarama consultant can meet you on site or in our showroom to gain a full understanding of your requirements and objectives. We will then provide recommendations tailored to your business.

### 3. WE ESTIMATE

We always endeavour to provide you with an itemised written estimate within 24 hours. Once you are ready to approve your estimate, just pay a 50% deposit to get the design process underway.

### 4. WE DESIGN

Our Graphic Designer will generate your unique, customised proof, complete with photographic overlay (where applicable) which will be presented to you for approval or changes.

### 5. YOU APPROVE

Once you are happy with the design, you provide final approval of your proof. This enables us to put your project into our Production system. Depending on the complexity, we allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

### 6. WE FULFILL

We will contact you to either arrange for collection of your goods, or to schedule the date and time for the installation of your signage. Each Signarama store is individually owned and operated and can provide Terms of Trade upon request.



# Why LED Signs?

LED signs are fast becoming the most common answer for attractive and cost-effective signage.

LED (light emitting diode) is a small electronic semiconductor that converts electric energy into visible light. Due to their low power consumption and durability, LEDs have become a popular illuminated signage option, delivering long-term cost savings.

The efficiency of LED reduces the need for ongoing maintenance and labour – some LED signs running ten hours a day can produce bright and stable light for more than ten years!

The impact on the environment is also reduced. LEDs contain no lead, mercury, or glass, allowing for easier disposal. For any business looking to obtain a “greener” image, LEDs are an environmentally friendly alternative to other forms of lighting.

**At Signarama, we offer manufacturing, design and installation to suit all your LED signage needs.**



## We use a wide variety of materials including:

- **Acrylic** – Also known as perspex, acrylic comes in many thicknesses and colours, including clear acrylic. It can be used in a range of applications, both internally and externally. **Great for lightbox faces (opal), 3D lettering, channel and fabricated lettering to get different light diffusion effects.**
- **Aluminium** – Aluminium can be powder coated with a high quality, baked-on high-gloss enamel for a premium finish. Sheets vary in thickness. **Ideal for small to medium size indoor and outdoor signage.**
- **Composite Panels (ACP)** – Aluminium composite panels are a relatively new signmaking product. It is lightweight, yet strong, and will not warp, rot, or rust. Its unique core does not swell, absorb water, or corrode from the inside. **Great for custom-cut graphics for daytime and outdoor applications.**
- **Flex Face** – A PVC banner material, used for larger illuminated sign boxes where a continuous, join-free surface is required and acrylic sheeting is not a suitable option. **Best for wind resistance.**



3D backlit sign mounted on aluminium composite panel



Stainless steel back-lit letters



Raised back-lit letters with an LED backlit lightbox behind a metal panel



Acrylic fabricated letters on ACP panel with coloured vinyl face

# Lightboxes

## Lightbox Signs are a uniquely effective way to brand and draw attention to your business 24/7.

Get seen from high traffic areas by using a lightbox for exterior fascia or pylons. Inside they can highlight your brand above counters, in reception areas and shopfronts, giving your brand a sleek, professional look.

We generally fabricate our lightboxes out of acrylic or aluminium. The faces of our lightboxes are digitally printed on opal acrylic or flex face front. They may be either single-sided or double-sided. We also offer different lighting options for your lightbox.

### NO MORE UNSEEMLY JOINS

For larger lightboxes, we recommend providing flex face panels to avoid the unseemly joins that you see in many old-school acrylic-faced lightboxes.

Flex face can be produced in larger sizes - with no joins! - meaning that your brand, message and logo go uninterrupted across the full length of your illuminated sign.

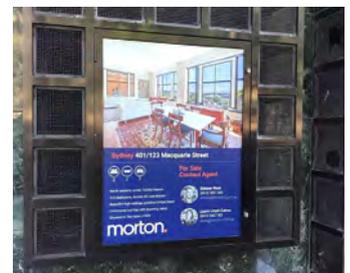
Your Signarama specialist will consult with you on the right lighting design based on the location, size, graphic design and the benefits that you want to achieve from your illuminated signage.



**Under awning lightbox** – Popular with many retail and shopfront businesses

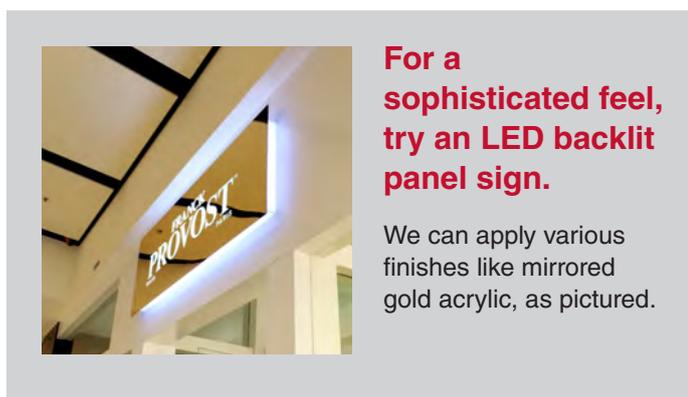


**Custom shaped lightboxes** – whatever the shape, we'll find a solution



**Free standing pylon lightbox** – ideal for wayfinding at night

**Wall mounted slimline lightboxes** – great for real estate, posters, menu boards, and wayfinding



### For a sophisticated feel, try an LED backlit panel sign.

We can apply various finishes like mirrored gold acrylic, as pictured.



**Wraparound lightboxes** – be seen from both sides of the street



**Large flex face lightboxes** – perfect for indoor and outdoor signage

# 3D Fabricated Letters



**Create vibrant, attractive displays with 3D illuminated letters.**

## HOW IT WORKS

The text or logo is fabricated from aluminium or acrylic materials. The letters can be fully illuminated (front and sides), they can be front lit, side lit (opaque faces) or space mounted and back lit.

Alternatively, the illumination can be embedded in solid acrylic letters giving an overall glow. Your creativity is the only limit to what can be achieved with custom illuminated letters.

## HIGH QUALITY MATERIALS

Depending on the finish and colour required, we can produce your illuminated signage from a variety of durable, high quality materials and techniques. They can be finished as polished mirror, brushed steel, powder coated, aluminium, brass, or painted.

The most commonly used material in Australia is acrylic, which can be internally illuminated with LED lighting and can produce any effect desired.

Just as common now is the usage of aluminium letters that offer a high-end brushed finish and can similarly be internally illuminated to provide a front or back-lit effect.

**Your Signarama consultant will advise on the best solution for your branding needs.**



**Front-lit letters** provide solid colour, day/night colour reversals.



**Face-lit letters** can be fitted with a programmable controller and RGB LED modules.



**Edge/side or back-lit halo letters** are considered more elegant and dramatic as the letters are lit internally from behind, outlining your graphics or letters. This creates the popular 'halo' effect.

# LED Message Boards

**Do you need to convey constantly changing information to a wide audience?**

**LED message boards are the perfect solution.**

We have partnerships with software providers that can help you create and publish your own content to message boards. You will be completely in control of your own message.

**If you're not sure how to create your own content, speak to Signarama and we can assist you with content creation.**

## PERFECT FOR

### Schools and universities

The need to communicate, inform and advertise is constant on education campuses. LED message boards allow your communications team to continuously push messages to students and service providers alike.

### Sporting associations

Promote sponsors, display scores, update your supporters on upcoming events.

### Retail centres

Looking for a way to attract new customers, advertise your wares or announce promotions? This is a great way to keep your message current and relevant to existing and new customers.

## THINGS TO CONSIDER

### Location

How far away will passing traffic be to read your sign? How will they be travelling (walking, vehicles)? This will help determine the 'pitch' of the LED sign that is chosen to maximise visibility but retain cost-effectiveness.

### Maintenance

Consider a maintenance contract on your LED signage to ensure that your LED message board keeps working for you, 24/7. Also ensure that you undertake regular maintenance of your power source to maintain visibility.

### Mobile

Do you need your message to be mobile? Consider mounting your LED message board onto a trailer so that it can be seen around town. Talk to Signarama about this option.



# Neon Signs



## Classic is classy.

Neon signs are an old favourite, and in many cases are coming back into fashion for their 'retro' look. All about attracting attention, we can create a truly bespoke sign that conveys the essence of your brand. The angles and shapes achieved with neon are great for lettering.

Neon signs can be for either indoor or outdoor use, available in 30 colours to match your corporate branding.

Two types of neon are available: Standard (Blue & Red) or Coloured Glass with around 30 colours, which is more expensive, but is much more vibrant.

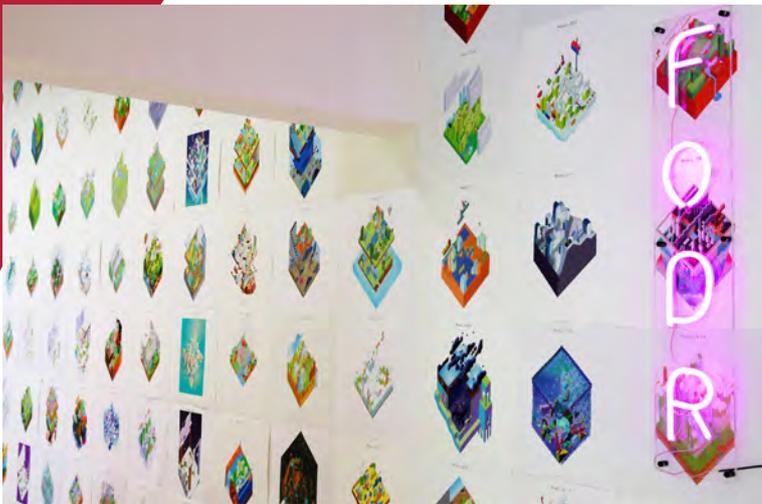
Choose from three sizes of neon tube: 9mm for tight curves such as script lettering, 12mm for most work, and 15mm for larger lettering.

## DESIGN CONSIDERATIONS

- You're best to go with a brand logo, name or short, clear message. Big, bold lettering is hard to top so talk to us about choosing fantastic and timeless font that will best broadcast your brand.
- Choose your font, your colour and we will do the rest. Your lovely lights can even be set on a timer to display different effects for maximum impact.

## THINGS TO CONSIDER

- Positioning - make sure that your neon sign is easily accessible for easy maintenance and cleaning. We've all seen neon signs where one letter is 'out of action' for a while, and it doesn't represent that business well! Also locating your neon sign in a cooler spot can provide a longer life to your neon sign.
- Maintenance - we recommend an ongoing maintenance contract on your neon signage to ensure a longer life.



# Neon vs. LED

## What's the difference?

**When we talk about 'illuminated signs', many people still think we mean 'neon'.**

While neon signs still have their place, more often than not in today's signage world, neon has been replaced by LED.

So why the change? LED signs have a number of natural advantages over neon signage:

### Reliability

LEDs are very reliable and will last the life of the sign when properly installed. Meanwhile, neon signs are more fragile, being made of glass, and contain noxious gases which potentially leak out.

### Adaptability

LED illumination is very adaptable and the light source can be placed in small letters, and can be precisely positioned behind illuminated elements in larger signs to place light where it is needed

without waste. LEDs can also be supplied in clear tubes which have a similar look to neon.

### Changeability

Once a neon sign is made, there's no changing it. Using LED strips, any strip can be easily replaced and upgraded as often as you like, with whatever messages you like. This makes your signs' maintenance much easier as well.

### Cost savings

Over the long-term, LEDs are much cheaper to run than neon as well as fluoro (between 5–10 times as efficient). This brings great environmental advantages.

### Brightness

Whilst neon signs can offer a 'warmer' light, LEDs are far brighter and can be seen better from a distance, even in broad daylight.



## Planning your illuminated signage project

Any major signage project involves planning. By considering the message you want to convey to your target audience and the location of your signage, we can help you select the best solution for your needs.

You also need to take into consideration the timing of your project to ensure that we can meet all of the necessary requirements to have your signage installed on time.

### Council Approval

Large signs will generally need planning and building approval from your local council.

Your signage will need to comply with regulations covering location, height, stability, etc.

**Each council will have a different set of regulations, so speak with your Signarama sign consultant to find out what the requirements are in your area.**

# Outdoor Sign Solutions

## Broadcast your location, day or night.

These signs are the workhorses of the sign industry for retail locations.

From budget lightboxes to sophisticated electronic digital signage with changeable message displays, we can help find a solution that works for your location and budget.



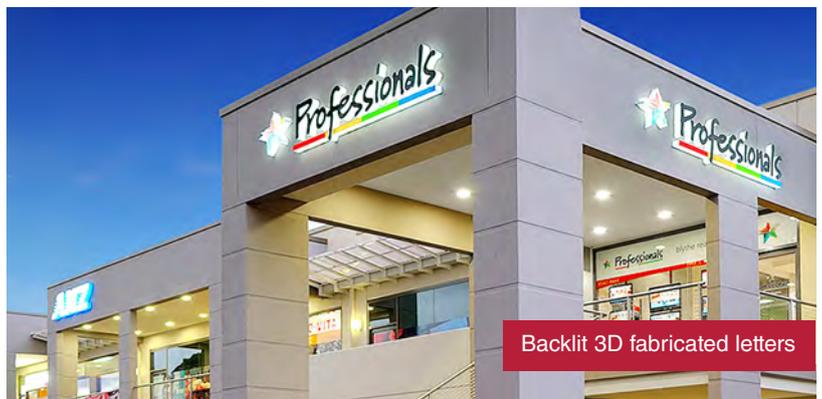
Under awning lightbox



Fabricated lightbox



Pylon lightbox signs



Backlit 3D fabricated letters



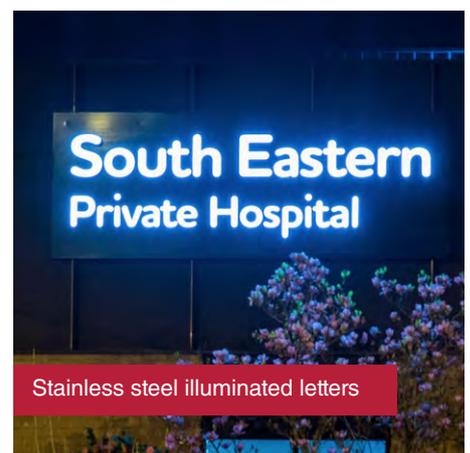
Under awning lightbox



Directional signage



Pylon lightbox



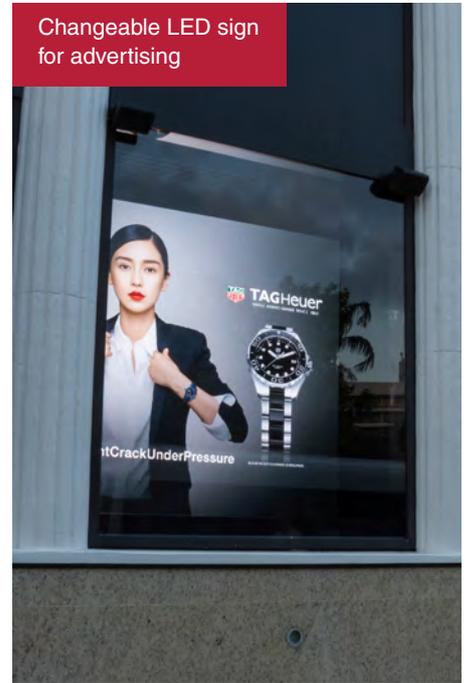
Stainless steel illuminated letters



Hanging under awning lightbox



Circle shaped lightbox



Changeable LED sign for advertising



3D fabricated letters



Retail shopfront signage



3D fabricated letters



Backlit 3D router cut letters



Freestanding lightbox



Large scale 3D illuminated letters

# Indoor Sign Solutions

## Not just for the outdoors!

Brighten up any interior space with an LED sign. Whether you're a restaurant, barber, salon, boutique, or retail store, we have the perfect signage solution for you.

Reception signage



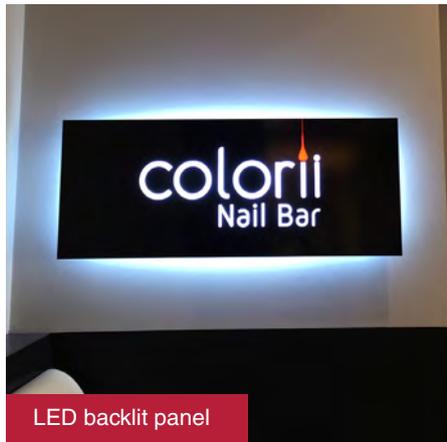
Restaurant neon sign



Hanging 3D fabricated letters



LED backlit panel



LED backlit panel



Hanging lightbox



Backlit 3D letters



3D edgelit letters



Lightbox menu boards





LED backlit panels



Backlit 3D letters



Neon reception sign



Neon reception sign



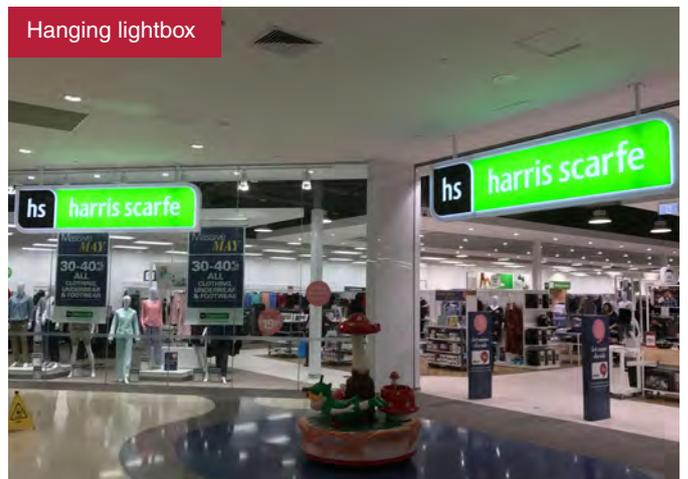
Reception signage



Reception area signage



Fascia signage for retail



Hanging lightbox



## How do I design the perfect illuminated sign?

While everyone has their own idea of what makes for a creative masterpiece, there are a few key ingredients to a great, effective sign.

### The Right Information

Ask yourself: Does my sign include every detail people need? Is it all necessary? Can I leave it out?

### Good Legibility

When you're designing on a screen, consider the scale of the design. What looks great at a small scale may not translate at a much larger size.

Signs should take into account how they will be viewed and read from different modes of travel including people on foot, in a car, or bus.

Complement the architecture of the building in terms of style, scale and proportion.

### Positioning

The placement of 3D illuminated signage in particular requires careful consideration. Not just access to power, but more importantly visibility to passing traffic. Where does your sign need to be viewed from? How large do your letters need to be in order to be legible at night?

### Brand Connection

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.

## Caring for your illuminated signs

### You've invested in your LED sign – maximise its longevity by conducting regular maintenance.

Keep an eye out for wear and tear, graffiti, weather damage, reduced performance or increased power usage. If you notice any issues or damage to your sign, please contact your Signarama consultant immediately and we will be happy to help!

### GENERAL CLEANING

Wash your LED sign with mild soap and warm water, such as dish soap. Avoid using any type of abrasive such as a

scrub brush or scouring pad since it could damage your sign's surface.

Rinse your sign with clean water and dry it with a soft microfibre cloth to avoid water spots.

### SPOT CLEANING

Your LED sign can be spot cleaned with Windex using a soft towel or cloth, but avoid using paper towels, or other harsh solvent cleaners or materials.

### REMOVING GRAFITTI

The quicker the graffiti is removed, the easier the removal process will be. Ask your local Signarama for recommended cleaning solutions.

### SIGN MAINTENANCE PROGRAM

Your Signarama consultant may advise you to sign up for a sign maintenance program. This means that we will handle preventative cleaning and routine maintenance.

In addition to scheduling visits as needed, we can work with you to build a custom maintenance schedule.

We typically recommend that signs be serviced every three years; however, your illuminated sign may need more frequent servicing and repairing if it is running all day and night.

# Preparing your artwork

**We can help you with your existing art file, so you get the result you want.**

## HOW TO SEND YOUR FILES TO US

Many files can be emailed directly to us. Photographic art (bitmap or raster files) is often too large to email. These can be sent on CD, USB, uploaded via the Artwork Upload form on your local Signarama store's website, or on cloud services like Hightail, Dropbox, or WeTransfer. We work with most common file formats.

## TIPS

**Fonts & Text** – if you want us to use your design without any changes, it is best to convert all text to outlines. This avoids the problem of us not having the exact same fonts as you on our system (we have thousands of fonts, but there is sometimes one that we don't have).

If you don't know how to convert fonts to outlines, just ask your local Signarama consultant, and they will tell you how to do it on your design program.

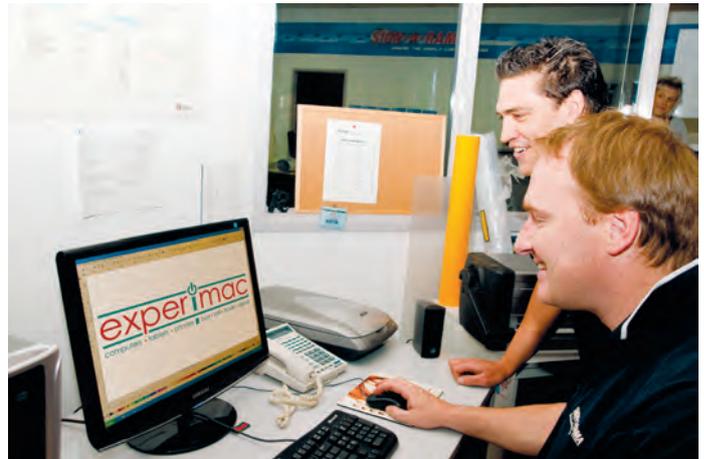
**Colour** – colour is an important part of good signage and exhibition graphics; however, the colour you see on your monitor, or produce on your printer will not necessarily be the colour you will see on your new Signarama digitally printed graphics. This is not due to any fault on your part, or ours, rather it is because colour is device dependent.

We can maintain the colours in your digitally printed graphics. Talk to us to find out about how to incorporate industry standard colour in your design, and other ways of maintaining colour fidelity.

## SCANNING

We can offer scanning services for photographs, logos, etc. These are scanned up to 2400dpi. The bigger the original, the better the result.

The logos and designs are the property of the company they represent.



## If you have no artwork, no problem!

Our national network of Signarama sign centres have thousands of high-resolution photos, images, illustrations, fonts and backgrounds.

Whether or not you have an in-house designer, Signarama can work with you to build the best brand image possible.

**Contact your local Signarama sign centre today to learn more about our professional creative design services.**

# Frequently Asked Questions

## Why should I buy illuminated signage as my business signage?

The biggest benefit for illuminated signage is that your sign will be seen all day and all night.

Additionally, lightboxes are weatherproof and last for years in exposed conditions, and look sleek and sophisticated no matter the time of day.

If your business is one that relies on brand exposure, and you wish to extend that in to the night, a lightbox is ideal.

As leaders in the signage industry, our experienced team are happy to consult and guide you to create the best illuminated signage solution for your business.

## How cost effective is it to run illuminated signage?

Illuminated signage does require electricity consumption; however, with the advancement of LED technology there are more economical and energy efficient options. Generally we use and encourage LEDs for any of our illuminated signage. The cost is slightly more initially, but this is outweighed by long term power savings and less maintenance.

## How are your lightboxes illuminated?

Traditionally, lightboxes have been internally lit with fluorescent tubes. Nowadays we encourage customers to use LEDs to internally illuminate lightboxes. They offer a more evenly distribution of light, are highly energy efficient and long-lasting, requiring less maintenance and repair.

## What types of lightboxes do you supply?

We can supply single sided lightboxes fitted directly to a wall or fascia, double sided lightbox, under awning (either single or double sided sign), or we can do 3 dimensional lightboxes with 'push through' lettering to combine the benefits of a lightbox, but still with a 3D component.

## How durable are your lightboxes?

Our lightboxes are exceptionally well built. In addition to the aluminium extrusion that makes up the external edges of the lightbox, we use internal braces for further strengthening of the box.

When comparing quotes, it is hard to know the quality of the lightbox that you will get. Signarama has been operating in Australia and Worldwide for over 30 years now, so you can be assured that we will always be here to back our quality, and to stand behind the quality of our product.

## How long do illuminated signs last?

All our LED signs are created according to your specific environment requirements, and can be expected to last long term, even in the harsh Australian environment.

## What effects can be achieved?

Our graphic designers are qualified and experienced in creating the highest possible impact to meet your brief and requirements.

We can produce signage with effects on your logo or lettering like the Halo Effect (the bright glow around the sides of the signage to create a 'halo' look), front illumination only, or side illumination only. We have sample boards made up to demonstrate these different effects.

## How do I know which feature lighting and effects to use?

Confused? Don't worry – simply give us a call or visit your local Signarama sign centre. We are always happy to explain and discuss your feature lighting choices and requirements.

## What fonts should I use?

The font or typeface refers to the letters or characters that make up the words on the sign. It's important to remember that not all fonts are appropriate for signage.

Choose a font that is legible and best reflects your brand. Your Signarama consultant will help you consider factors such as visibility, readability, noticeability and legibility when choosing the best font.

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