



Planning a Signage & Wayfinding Strategy

CASE STUDY

Why is having a Signage and Wayfinding Strategy Important?

As often in business, it's critically important to undertake regular holistic reviews of signage to assess how it integrates into broader business and marketing plans. Achieving a clear and consistent message with signage plays a vital part in ensuring your customers both understand and engage with your offering.

Does your Signage Complement other Communications?

Signage master-planning is an essential yet often overlooked stage in the process. It is the foundation upon which a sound wayfinding strategy or design brief is built, and its importance cannot be overstated.

A signage strategy implies the development of well-designed and positioned signage that reflect the values of a business and communicates a strong brand identity. Legible, consistent signage plays an important role in the way people interact with a business – whether it be building, reception, information, directional, wayfinding, statutory or interpretive signage.

The other consideration beyond the role of a sign is the integration with other media – after all, signage is just one tool within a large kit of communication collateral.



CASE STUDY

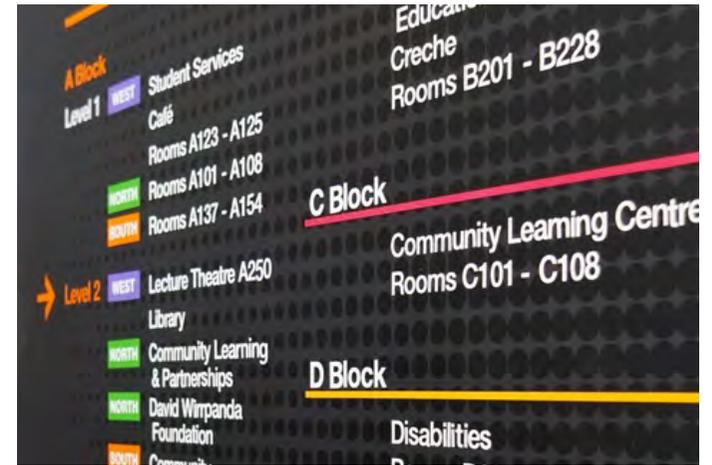
These days signage is expected to complement websites, phone apps, printed maps, marketing material and vehicle GPS systems.

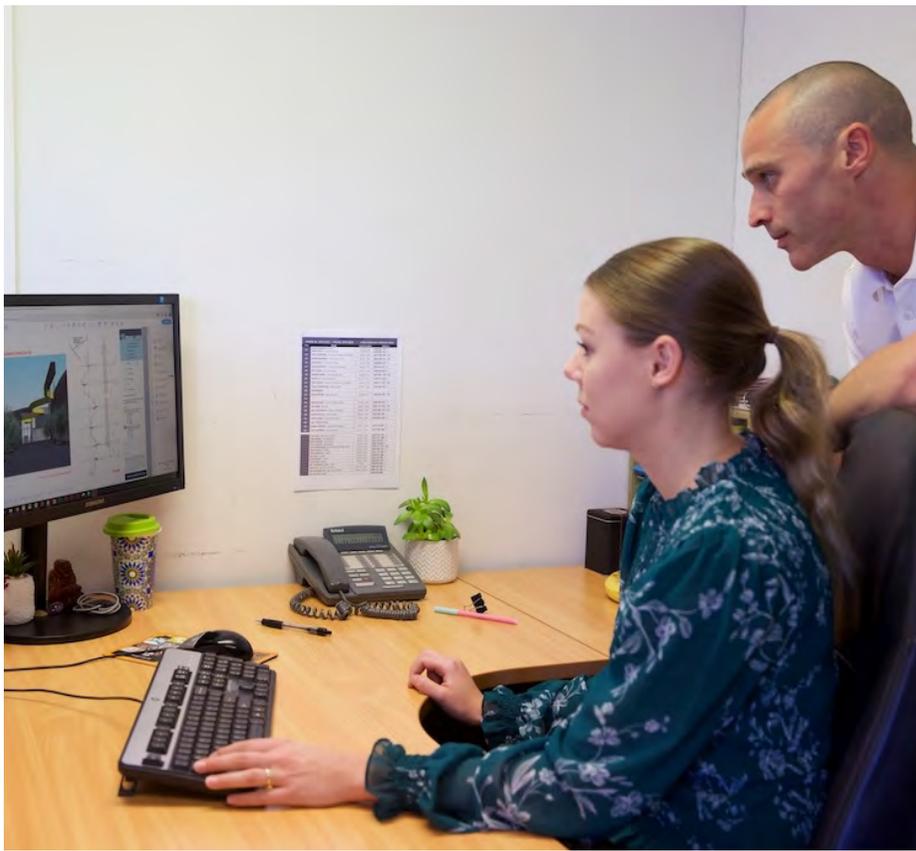
Economic Benefits of a Good Signage Strategy

Whilst the development of a signage strategy maybe an investment in time, the economic benefits are considerable. Some of the more obvious ways that a good signage strategy can help business include

- **Improved visibility of key locations** eg. entry statements, building signage
- **Increased walk-in traffic** by good directional signage helping your customer's find you easily
- **Opportunities for cross promotion** eg. display signage in receptions showing the full range of products or services
- **Improved reputation as a professional business** – good signage speaks volumes about the type of business you are
- **Added awareness and sales of your products or services**
- **Safety first** - staff and customers kept safe through good use of statutory signage

Digital signage is strongly recommended as part of any signage strategy as it's both dynamic and adaptable as your business as products and services change. It also offers great options for return on investment through sales of advertising space eg. a digital sign on a building or cross promotions with complimentary businesses.





How is a Signage Strategy Developed?

Any approach should be consultative, proactive, professional and methodical. It is important to establish the key stakeholders involved and communication channels whilst verify the project scope and strategic intent.

A research phase is essential at the outset to identify what signage is already in place, and what opportunities exist to improve or add to the current signage. This usually follows a number of steps:

1. *Review current/existing signage*
2. *Gap analysis to determine new or replacement signage*
3. *Assessment of signage versus other marketing collateral*
4. *Hierarchy of signage*
5. *Recommendations*

Signage Strategy Outputs

When considering signage strategy a key output is a signage Style Guide that outlines the various types of signage in use, categorised into a logical hierarchy. There may be a number of considerations that need to be considered as part of the strategy, such as:

- Signage that clearly directs people to their destination
 - Compatible signage which is on-brand
 - A simple and agile signage hierarchy incorporating static & digital signs
 - Signage that is integrated and compliments the architecture and environment
 - A graphic design language that reflects the community
 - Consistent signage that is of a high quality, design and finish
- An output of a good signage strategy will be a 'hierarchy' of signage designed to incorporate different sign types.

Why are sign companies good at strategic signage? Well, it's our daily bread. We live, breathe and dream signage. Our team are immersed in what makes a good sign 24/7 and, as users of many public facilities ourselves, are well versed in what makes a good wayfinding solution (and all too often, what doesn't). Talk to the team today:

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