

# Window & Wall Graphics

## BUYER'S GUIDE

Everything you need to make an informed decision on your next window or wall graphics 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.



# Window and wall graphics are an innovative signage option to create dynamic and visually striking spaces.

Enhance your office and retail space, create private spaces, screen sunlight, or decorate your own home.

No job is too big or too small – with our cutting edge printers and high quality materials, we can apply any graphic to nearly any surface, from high resolution photographs that span entire walls to decals of your logo on the office door.

Our team of signage consultants, designers, and installers will work closely with you to gain a full understanding of your requirements, answer questions, suggest options, meet deadlines, and make sure you're satisfied with the finished product.

Whether you have a brand new space or need a reboot, our high quality graphics will have your walls singing!



## You're in good company. See why we're the trusted wall and window signage experts.

“

*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.*

—Christopher Shannon

“

*Had a fab experience with Signarama. They were friendly, quick and considerably better value than other signage companies. The final result is fabulous, couldn't be happier!*

—Emma Gerring

“

*Very knowledgeable and very easy to work with. Very efficient and quick turn around for an additional urgent job! Highly recommend these guys for all your printing and advertising.*

—Alana Filardo

**To learn more about wall and window graphics, call or visit your local Signarama store to discuss your ideas!**



# Stickers, Lettering & Decals



**Stickers and decals are an economical alternative to the traditional signwriting approach.**

Apply logos, lettering, images and elements individually onto the surface of your walls and windows.

Our decals can be produced in any number, size and cut into just about any shape. They are digitally printed with special inks on a vinyl or clear polyester film that can be applied to virtually any surface.

Choose from gloss, matte, clear and frosted vinyl options, with permanent and non-permanent features also available. They can be waterproof and are durable. Generally, they last around 3 years if used outdoors (and if laminated).

Computer cut vinyl is available in a large range of colours. This is best for adding a business name, simple one or two colour logo, phone number or web address onto a window. We use high quality vinyl, and design and cut in-house on our plotting machine.

Our experts can handle the installation and can replace the graphics when you need a refresh.



## What is the difference between decals and stickers?

**All decals are stickers, but not all stickers are decals!**

Stickers usually refer to simply peeling off the backing paper and sticking the design on the surface. If you want something that is going to last outdoors, choose a sticker that is made from vinyl or polyester material.

Decals refer to decorative graphics that are prepared on special paper for transfer from the masking

sheet onto another surface. The decal often comes in three pieces: a backing paper, the decal itself, and transfer paper on the front. Thanks to the transfer process, the application of designs with lettering and complex shapes is so much easier, because they can be applied to the wall with precise alignment.

Vinyl cut lettering and graphics are often referred to as "decals", while all other one-piece, outdoor printed vinyl or clear polyester are "stickers".

Decals usually come in large formats, intended for walls, floors and windows.



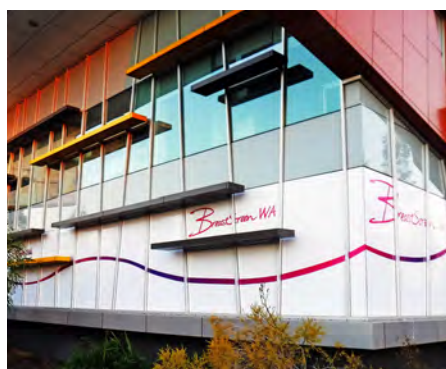
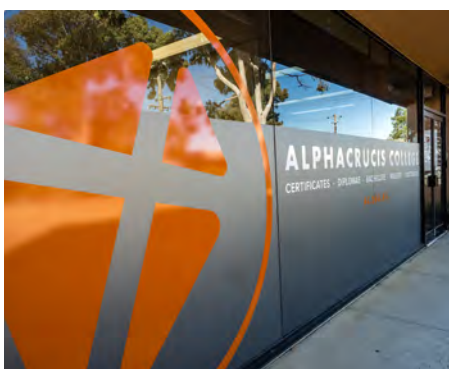


# Window & Wall Graphics

## Turn your bare walls and windows into an advertising space.

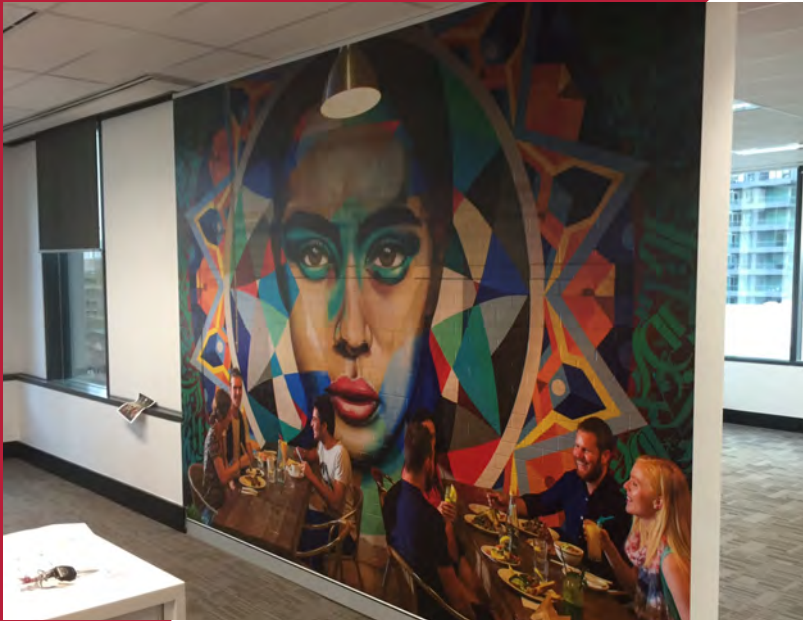
Wall and window graphics will change the way people experience your premises. Maximise your branding, promote new products and sales, improve workplace productivity and morale, entertain and inform customers, or enhance your home environment.

From large off-site jobs to interior office walls, we have a range of solutions to suit every space, style, and budget. Our team of experts will guide you through the process from initial concept, to graphic design and quality installation. We source only the best materials, industry standard printers and professional installers.





# Wallpapers & Murals



**Transform your feature wall into a spectacle that impresses and inspires.**

Now you are no longer limited to only wallpaper or paint. Print photographs, colours, patterns or text to instantly transform your living space. Provide your own images or work closely with our team of qualified graphic designers to create the perfect design to suit your space. Our stock libraries have thousands of high-resolution photos, illustrations, fonts and backgrounds to choose from.

Our cutting edge wall graphics are printed on a range of high-grade vinyl or non-PVC materials and overlaminates finishes, and installed by professional applicators. Easily update and replace graphics without the time and cost of remodelling.

## What is the difference between wallpapers and murals?

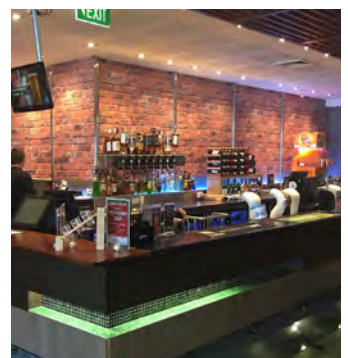
Both are large format signs, but there is some distinction between them.

Wallpapers are a traditional type of wall covering. They usually are a repetitive texture, colour or pattern, printed on embossed or textured paper, and sold in rolls. Wallpaper designs are more standardised and cannot be modified.

Wall murals are a modern phenomenon in the digital printing world. Like a classic hand painted mural, a printed wall mural is a digital print of artwork that may span multiple panels (often high quality photography, or illustration and graphics). They make great feature walls in a room, and are easier to customise to fit the needs of your space.

## How do I decide on the right sign?

Both wallpapers and wall murals are great options for creating visual impact in a space. Both have their own benefits. Your local Signarama consultant will help you choose what style best suits your current wall construction, design needs and budget. Our team of qualified designers and installers will then make sure you communicate the right message with professionalism and high quality.





# Hoardings & Large Format Printing

## Create visual impact on a grand scale.

Make a massive impact for minimal investment with hoarding signage. Not only do they keep an upcoming new business or construction site secure, hoardings and large format banners offer a great opportunity for promoting your brand and generating hype. The short-term nature of hoardings make them an economical and effective signage solution.

At Signarama, we have the latest innovative printing technology to produce custom sized signs with photo quality results.





# Window Frosting

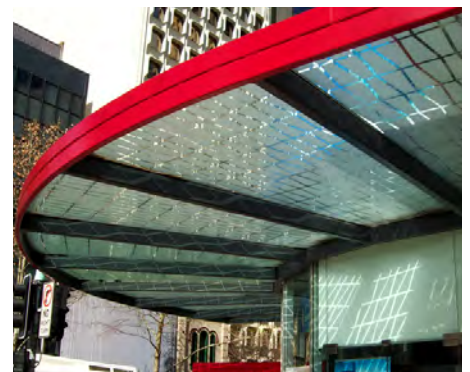


**Window frosting provides a modern and cost-effective alternative to sandblasted glass panels.**

They offer privacy, protection against UV rays, and even help manage thermoregulation of your work space. Its clear, semi-opaque quality make it a popular signage choice among businesses for its versatility and elegance.

Window films can be retrofitted to existing windows, making it an economical and speedy option. Films are essentially a thin laminate with an adhesive backing that is added to either the inside or outside of a window. They can be cut into almost any design and applied to windows or doors – from corporate logos and marketing to fully customised walls.

**Your Signarama consultant can advise on the effects and designs you can achieve in a range of colours, finishes and grades of transparency.**





# One Way Vision Windows

## Promote your business while letting the light in.

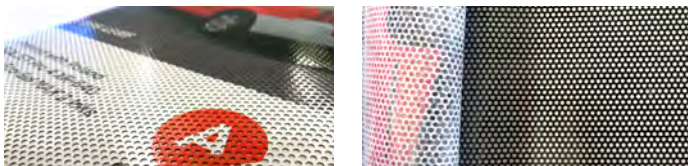
One Way Vision is a window graphic made from perforated vinyl film. The tiny perforated (punched) holes allow visibility from the inside of your premises, while anyone viewing from the outside will see your window graphics.

We digitally print your design in full colour, then can apply an optically-clear over laminate to protect your graphics from UV, water, dust, marks and scratches.

## HOW DOES IT WORK?

The human eye tends to notice brighter colours over darker colours. The printed one way vision film contains areas of printed graphic (a print pattern) as well as unprinted see-through areas covering up to 50% of the film. The holes, where there is no film, have no ink and therefore are generally darker, almost black.

When someone during the day looks at the window from the outside, their eye is drawn to the printed image, as it reflects more light than the see-through areas, which looks like it is on a solid piece of vinyl. However, when viewed from the inside, a person will see the outside world through the holes. The secret here is ensuring the printed graphics are hidden from the other side of the glass. This is best achieved by having a black 'backing' that covers only the printed areas on the film, without blocking the unprinted areas.



*This is an example of a printed one way vision film. Note how the back layer is black to improve visibility from the inside out.*



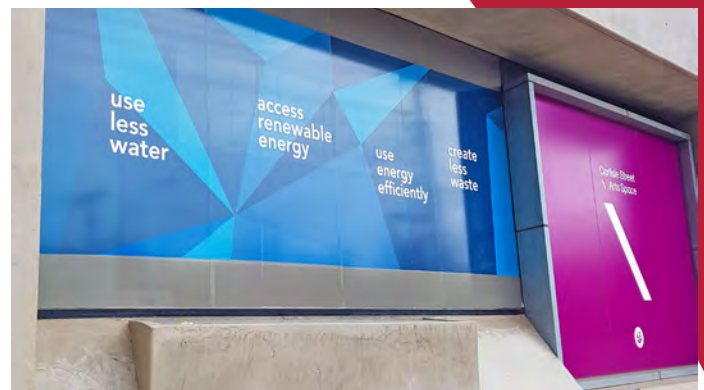
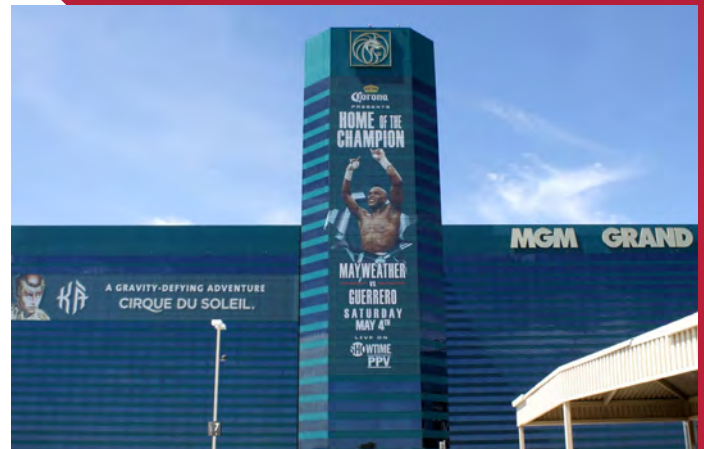
*View from outside*



*View from inside*

## WHY ONE WAY VISION?

One way vision graphics maximise your brand's visibility on-site. The perforated film also adds thermal and solar control, and privacy, as people outside can't look in, but your visibility is clear as you look out.





# Inspiration Gallery

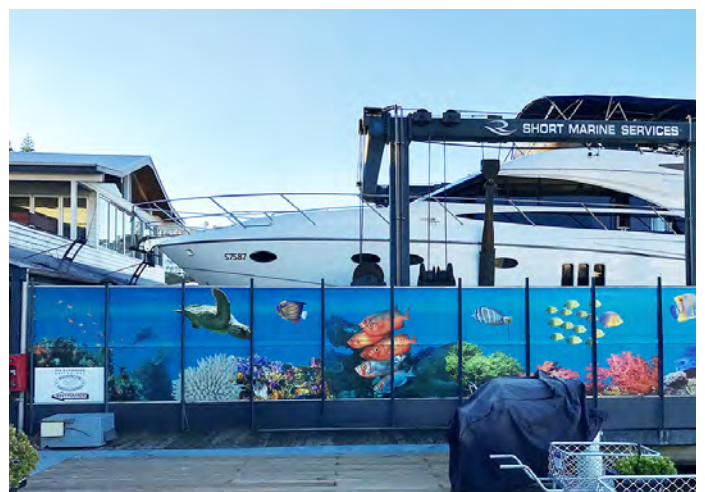
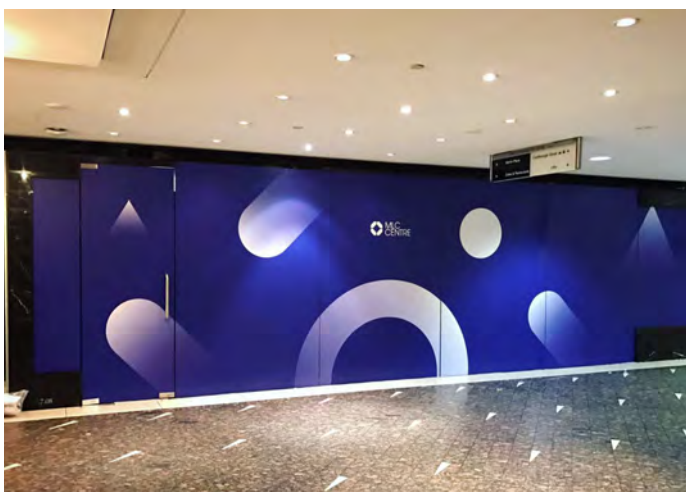
**Imagery and colour are key factors in creating personality in any interior.**

Wall graphics and murals are a perfect way to set the right mood in a space, whether it's a calming, distracting environment in a hospital, a stimulating classroom environment, an ambient dining experience, or strong brand imagery in a retail shop.

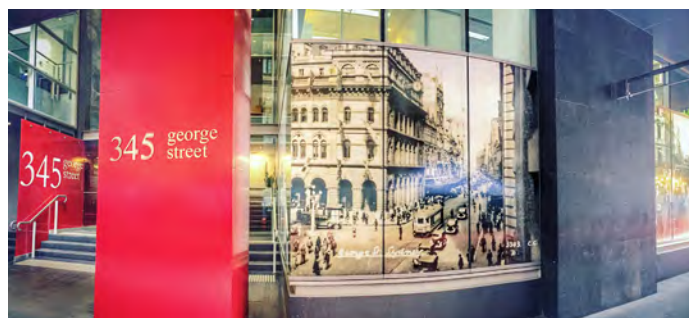


**Need a refresh?**

Update and replace graphics easily without the time and cost of new fitouts.







## Designing the perfect wall or window graphic

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

### Know Your Environment

The placement of wall and window signage requires careful consideration. Where does your sign need to be viewed from? Are the surfaces of your windows or walls suitable for signage application?

You also need to take into account the glass and how it is segmented into panes, as well as considerations such as tinting and size. In many cases the

window panels will have aluminium mullions between them, which can disrupt the design unless they are taken into consideration when setting up the artwork.

Your Signarama consultant will work with you to assess the key factors required for a successful wall application.

### 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.

### 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.

Complement the architecture (inside and outside) of the building in terms of style, scale and proportion.

# 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.



## 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.**



# The Signarama Difference

## Why use Signarama for your Window and Wall Graphics?

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

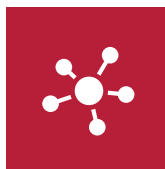
At Signarama, we always recommend the highest quality materials. Your business signage is a reflection of your company and what you stand for – and this should only be the best.



### 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.

