Signage Decision Pack for Teams

signclass

How a signage project typically runs

+ Discovery and site audit

+ Confirm objectives: brand impact, wayfinding, compliance, promotion, or all of the above.
+ Site measure-up and photos to capture dimensions, surfaces, access, and existing services (power and lighting).
+ Identify constraints early (landlord rules, traffic management, install windows, safety access).

+ Design and approvals

+ Translate the brief into concepts that fit brand guidelines, visibility needs, and the physical site.
+ Review options on materials, illumination, sizing, placement, and messaging to balance impact and budget.
+ Lock the final design with stakeholder sign-off to avoid rework later.

+ Permits and compliance (if relevant)

+ Check whether council, landlord/centre management, or building approvals are required for the sign type and location.
+ Confirm technical and safety requirements (fixings, wind ratings, electrical, height/clearance, accessibility).
+ Allow for approval lead-times and documentation so the install date doesn't slip.

+ Fabrication

+ Order materials and schedule production once artwork, specs, and approvals are signed off.
+ Build to agreed specifications (colour matching, finishes, illumination components, durability requirements).
+ Quality-check before dispatch, so what turns up on site is install-ready.

+ Installation and handover

+ Coordinate site access, inductions, equipment, and safe work method requirements with the site contact.
+ Install to plan, test illumination/electrical where applicable, and ensure finish quality on site.
+ Handover includes photos, care notes, and any required compliance documentation.

+ Maintenance and refresh cycle

+ Inspect periodically for damage, fading, lighting issues, or wear from weather and cleaning.
+ Refresh elements that date fastest (temporary promos, decals, tenant changes) without replacing everything.
+ Plan lifecycle replacements proactively to keep sites consistent and avoid urgent, higher-cost fixes.

Who usually needs to be involved

+ Marketing and branding

+ Ensures the signage matches brand guidelines (logos, colours, typography, tone) and looks consistent across sites.
+ Signs off on design intent: visibility, hierarchy of messages, and how the sign represents the business.
+ Provides brand assets and approves final artwork to prevent off-brand execution and reprints.

+ Facilities

+ Confirms what's physically possible on the site: surfaces, fixings, power, access, and any building constraints.
+ Coordinates site access, inductions, and installs windows so installation doesn't disrupt operations.
+ Checks durability and maintenance needs so the solution works long-term, not just on day one.

+ Procurement

+ Ensures the buying process is followed: supplier onboarding, quotes, purchase orders, and contract terms.
+ Compares options on total value (quality, lead time, compliance, warranty), not just lowest price.
+ Manages documentation and approvals so the project can progress without internal bottlenecks.

+ Finance

+ Confirms budget, coding, and approval thresholds so spend is authorised and tracked correctly.
+ Evaluates whole-of-life cost: fabrication, installation complexity, maintenance, and replacement cycles.
+ Looks for risk controls (warranties, rework prevention, staged payments) to avoid cost blowouts.

+ Ops and site manager

+ Provides the on-the-ground reality: customer flow, visibility lines, safety constraints, and practical placement.
+ Helps plan installation timing, access, and coordination with staff so the site keeps running smoothly.
+ alidates that the signage solves the operational need (wayfinding, compliance, identification, promotion).

+ WHS and compliance (where relevant)

+ Checks safety requirements for installation (working at heights, traffic management, safe access equipment).
+ Confirms compliance considerations like structural fixings, electrical standards, clearances, and accessibility.
+ Ensures required paperwork is in place (inductions, SWMS, permits) to protect people and reduce risk.

What actually drives signage cost

Size, materials, and illumination

+ Bigger signs use more material, heavier structures, and often require stronger fixings and fabrication time.
+ Material choice changes cost and lifespan (e.g., premium finishes, weather resistance, anti-graffiti, UV stability).
+ Illumination adds components (LEDs, transformers, wiring), labour, and testing, plus ongoing maintenance considerations.

Install complexity (access equipment, hours)

+ Height, location, and access drive equipment needs (ladders vs scissor lift vs boom lift) and crew size.
+ Site restrictions (busy trading hours, confined areas, traffic control) increase time on site and coordination.
+ Any requirement for night works, staged installs, or multiple visits adds labour and scheduling cost.

Permits and engineering

+ Some sign types and locations require council/landlord approvals, which add admin time and can extend lead times.
+ Structural engineering may be required for larger signs, high-wind areas, or complex fixings to meet standards.
+ Electrical compliance for illuminated signage can add licensed works, certification, and testing.

Design complexity and brand governance

+ Simple, standard layouts cost less than custom concepts, illustrations, complex wayfinding systems, or bespoke fabrication.
+ Multiple internal reviewers and approval rounds increase design management time and can delay production.
+ Strict brand governance (master templates, proofing rules, version control) adds upfront effort but reduces rework risk.

Multi-site efficiencies (where you can save)

+ Standardising designs and specs across sites lowers design time and reduces production setup costs per unit.
+ Batch fabrication and coordinated installs can cut logistics, call-outs, and per-site mobilisation costs.
+ A clear rollout plan (site list, priorities, install windows) prevents rework and avoids expensive ‘urgent’ changes.

Multi-site rollout checklist

+ Site survey sequence

+ Prioritise sites by urgency, trading impact, and readiness (leases signed, access confirmed, brand assets available).
+ Use a consistent survey method at every site (photos, measurements, power checks, constraints) so specs are comparable.
+ Lock a site list and sequence early to avoid scope creep and rework as new locations get added mid-stream.

+ Standardisation vs local variations

+ Define what must be consistent everywhere (logo placement, colours, core templates, materials, illumination standards).
+ Identify what can vary by site (sizes, fixings, local tenancy rules, wayfinding needs, access constraints).
+ Create a controlled “variation rulebook” so local tweaks don’t break brand consistency or blow out costs.

+ Proofing process

+ Set a single source of truth for artwork files and versions, with clear naming and sign-off status.
+ Use templated proofs that show dimensions, materials, placement, and any site-specific notes, not just the graphic.
+ Limit revisions by agreeing on what constitutes a ‘change request’ versus a ‘correction’ before proofing starts.

+ Approval cadence

+ Map who approves what (brand, facilities, procurement, finance) and the order approvals that need to happen.
+ Use a regular approval rhythm (e.g., weekly batch approvals) to keep production moving and avoid bottlenecks.
+ Establish decision deadlines and escalation paths so one stakeholder doesn’t stall the rollout.

+ Logistics and install scheduling

+ Coordinate fabrication batches with install windows to reduce storage, double-handling, and last-minute freight.
+ Confirm site access requirements early (inductions, permits, lift bookings, after-hours rules, traffic management).
+ Group installs geographically where possible to reduce travel time, mobilisation cost, and project duration.

+ Handover documentation

+ Provide a per-site completion pack: photos, installed sign list, materials used, and any site-specific notes.
+ Include compliance paperwork where relevant (electrical certificates, SWMS/inductions, approvals, warranties).
+ Keep a central register of assets and specs so future replacements, refreshes, and new sites stay consistent.

Common risks and how to avoid them

Incorrect measurements

Always do an on-site measure-up (or verified site survey) before final artwork and fabrication are locked.

Use a standard checklist: dimensions, mounting surfaces, clearances, sight lines, and power/location constraints.

Confirm tolerances and “fit points” early so the sign doesn’t arrive on site and simply not fit.

Missing landlord approvals

Identify the approving authority upfront (landlord, centre management, strata, council) and their signage guidelines.

Build approval time into the project plan and don’t schedule fabrication until you’ve got the green light where required.

Keep written approval records and approved drawings to prevent disputes and forced removals later.

Unsafe install access

Assess access needs early: working at heights, lift equipment, traffic control, and after-hours requirements.

Ensure site inductions, SWMS, and any permits are prepared in advance so installation isn’t delayed on the day.

Choose installation methods that minimise risk and disruption, not just the cheapest approach.

Poor visibility at a distance

Design for real-world viewing conditions: speed of traffic, angle of approach, lighting, and background clutter.

Use correct letter height, contrast, spacing, and hierarchy so the message reads quickly and clearly.

Validate with a simple on-site mock-up or scaled proof to ensure it performs before you commit.

Inconsistent brand execution

Use approved templates, brand files, and colour specs (including material/finish equivalents) across all sites.

Control versions: one owner for master artwork, a clear approval process, and disciplined file naming.

Standardise materials and fabrication methods so ‘the same sign’ actually looks the same everywhere.

Inadequate wayfinding

Start with user journeys: where people enter, where they hesitate, and what decision points need guidance.

Keep messaging simple and consistent, with clear sign hierarchy (primary directions first, details second).

Test on-site placement and spacing so signs appear before the decision point, not after people are already lost.

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