

WINDOW & WALL GRAPHICS

BUYER'S GUIDE

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



Speedy Signs
grow your business faster

The Power of Visual Marketing

In the digital age, sign-based visual marketing is more effective than ever before.

80% of all human communication is visual, making signs a powerful, effective medium. We remember 10% of what we hear, 20% of what we read and 80% of what we see.

Signs are silent salespersons for your brand. They speak volumes to prospects, and work for you 24 hours per day, 7 days per week, 365 days per year.

The average small business can get up to 50% of their business from the work their signage does.

Those who see you first, buy from you first. Catch the eyes of your audience with powerful signs - the kind that are impossible to ignore.

Be powerful, be seen, and be your customers' first choice.

Speedy Signs can advise and guide you on what type of sign to invest in, how big it should be and where it needs to go for maximum exposure.

Whether it's a solo teardrop banner or a multi-location branding and signage rollout - Speedy Signs has you covered from Whangarei to Invercargill.

We can help you build a strong visual presence for your business, with high quality signs and graphics that stand out from the crowd - on time and on budget, every time.



Wall and window graphics are an innovative signage option to create dynamic and visually striking spaces.

Gone are the days when offices were typically cubicle, surrounded by white walls and lit by white fluorescent lights. A creative work environment can help stimulate minds and inspire innovation, and the walls and windows of your business lend themselves to prime real estate for promoting your brand with creative, eye-catching graphics.

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 sign making equipment and high quality materials, we can apply any graphic to nearly any surface, from removable decals of your logo on the office door to high resolution photographs that span entire walls.

Our team of signage consultants, designers, engineers 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 and windows singing!



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



**To learn more about wall and window graphics,
call or visit your local Speedy Signs 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 are waterproof and 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 windows. We use high quality vinyl, and design and cut in-house on our plotting machine.

They take mere minutes to install and can be quickly and easily replaced when you need a fresh look or to promote a new product. It's a simple process that won't leave residue or damage.



What is the difference between decals and stickers?

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

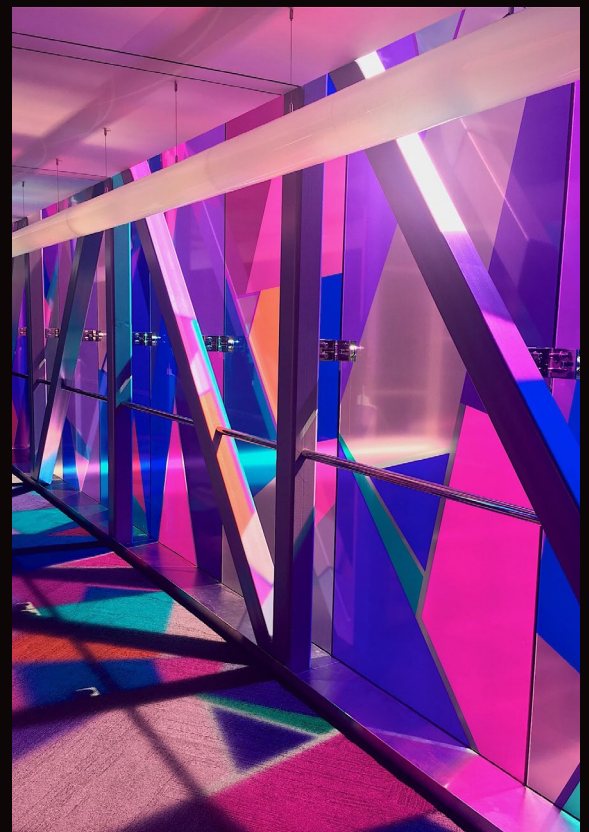
Stickers usually refer to simply peeling off the backing paper and sticking the design on the surface. If you want something that is going to last outdoors, choose a sticker that is made from vinyl or polyester material.

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.



Wall & Window 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.



Wallpaper & 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 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 are usually 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 easy 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 Speedy Signs 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.

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.

At Speedy Signs, we have the latest cutting edge printing technology to produce custom sized signs with photo quality results.



Window Frosting



Window frosting provides a modern 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 makes 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 Speedy Signs 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.

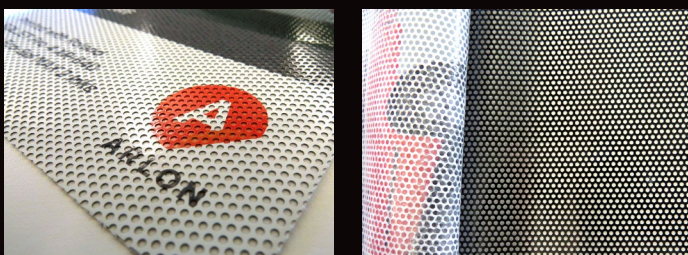
We digitally print your design in full colour, then apply an optically-clear over laminate to protect your graphics from UV, water, dust, marks and scratches.

HOW DOES IT WORK?

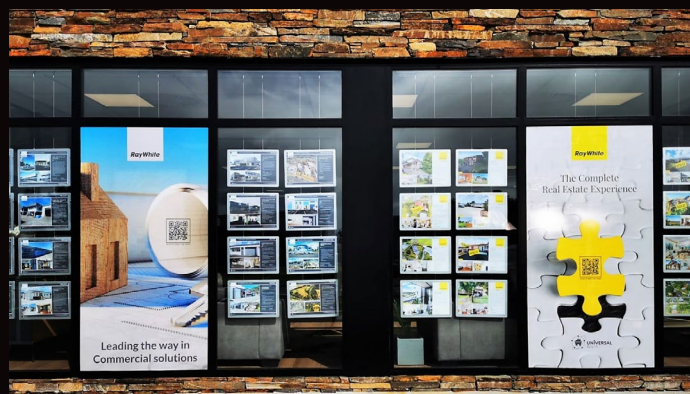
The human eye tends to notice brighter colours over darker colours. The printed one way vision film contains areas of printed graphic (a print pattern) as well as unprinted see-through areas covering up to 50% of the film. The holes, where there is no film, have no ink and therefore are generally darker,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



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? Your Speedy Signs consultant will review the key factors required for a successful wall application.

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 on a bus.

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

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.

Preparing your artwork

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

Artwork for signage and exhibitions often requires high resolution files, so graphics that work on business cards and websites are not suitable for other signage applications.

HOW TO GET YOUR FILES TO US

Smaller files can be emailed directly to us but photographic or design files are often too big to email. These can be sent on flash drives, or electronically to us via the 'send us a file' link on our website. We work with most common file formats, but prefer Vector files, such as EPS, or Adobe Illustrator, or PDFs originating from vector graphics.

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 text to outlines, just ask your local Speedy Signs 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 Speedy Signs 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. Be sure to provide the Pantone (PMS) colours if you have them.



If you have no artwork, no problem!

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

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

Contact your local Speedy Signs centre today to learn more about our professional creative design services.

The Speedy Signs Difference

Why use Speedy Signs for your Wall & Window Signage?

Your local Speedy Signs owner has come from the business world. 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 Speedy Signs, 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

Being NZ's largest sign and graphics group means we have the largest purchasing power, which means our strength in numbers provides savings for you.



YOUR SAFETY CHOICE

We have 100% commitment to Health and Safety! With our Site Safe registration, we are able to guarantee we will work within, and above, the legal requirements with all the necessary compliance and training in place to deliver "Safety Excellence".



RESEARCH & DEVELOPMENT

For over 20 years Speedy Signs 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.



NEW ZEALAND'S LARGEST NETWORK OF SIGN CENTRES

We have 25 Sign Centres New Zealand wide.

Through our network of stores, we can manage your signage nationwide through one single point of contact.

Our Process

At Speedy Signs 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.

STEP 1. CONTACT

Contact your local Speedy Signs in person or over the phone, email, or via website enquiry. We are easy to find on the internet, just search 'Speedy Signs' and select your local sign centre.

STEP 2. CONSULT

Our signage consultants 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.

STEP 3. ESTIMATE

We always endeavour to provide you with an itemised written estimate within two business days. Once you are ready to approve your estimate, just pay a 50% deposit or submit a purchase order for account clients.

STEP 4. 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.

STEP 5. 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. We allow for between 7-10 days from the date of receiving your proof approval to completion for most projects.

STEP 6. 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 Speedy Signs centre is individually owned and operated with terms of trade as per our website, speedysigns.co.nz.



The Speedy Signs Promise

Speedy Signs is NZ's premier provider of a wide range of full service sign and advertising products.

We help businesses build a strong visual presence with high quality signs. We do everything from creative, eye catching signs for local businesses to national signage roll-outs for multi-location businesses.

Whether one sign or hundreds, temporary banners or corporate signs, one car or an entire fleet - we're committed to providing an exceptional experience for every customer each and every time.

We are a network of 25 branches across New Zealand, from Whangarei to Invercargill, giving us unmatched national coverage. We're fervently committed to going the extra mile to give you a great signage experience.

With the latest technologies and a wide range of available materials, there really is no end of choice for quality, creative signs and graphics.

For signage with impact, clarity and instant recall, Speedy Signs delivers - on time, on budget, every time.

Consultation, design, production, management and installation, we're your one-stop-shop with one point of contact - even for the national projects.

From concept to completion, let our dedicated professionals show you the way to grow your business faster.

“

Super speedy, friendly, superb to communicate with, couldn't recommend more highly.

—Sandra Blackie

“

Great friendly team. Amazing work with a fast turnaround. Colours look sharp, and perfect colour match.

—Christian Wafer

“

Prompt, professional, friendly service. Exceeded all expectations and the results were amazing.

—Joseph Sutherland





Wherever you are, so are we.

Speedy Signs is New Zealand's
largest network of sign companies,
with 25 locations across the
country. We are also affiliated with
an international signage group
which allows us to handle most global
signage requirements.



Speedy Signs
grow your business faster

speedysigns.co.nz | Call 0800 SPEEDY (77 33 39)

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