



Keeping You From Getting Lost

How directional signage enhances your customer experience

Wayfinding or directional signage is the kind of signage that helps guide you to or through an area. It can be used in airports so passengers can find washrooms or terminals, and it can be used in museums to help visitors learn and enjoy the exhibit experience. When this type of signage is done well, customers barely notice it. But when done poorly, customers can become frustrated and confused,

and that is not the type of experience you are wanting to promote at your business. The two major kinds of wayfinding signage are thematic and physical. Thematic signage is what would be found in a museum exhibit. It is signage that complements other marketing initiatives, often showing logos and being more graphic in nature. Physical signage is about orientation and

navigation. It helps you get places. It is critically important that this type of signage be located in the appropriate places, at the appropriate heights and be as easy to follow as possible. Whether you are renovating or building new, working with Speedpro signage experts can help ensure your wayfinding signage works to enhance your customer experience.

Branding Is Consistency

In the coming months, you will notice all Speedpro vehicles across Canada will have similar vehicle graphics. This is a result of Speedpro owners combining their thoughts on a design and capitalizing on consistent branding. The cost per impression of vehicle graphic exposure is the lowest of many advertising approaches.



Need a great vehicle for advertising? Ask a Speedpro dealer about graphics!



From top left: directional signage outdoors, wayfinding signage on a tourist attraction, wayfinding signage for washrooms and thematic signage for a logging exhibit. Appropriate signage is critical to customer experience.

Getting Started With Signage

Speedpro is a resource for ideas and custom design

Deciding on the type of signage that is appropriate for your business or organization is not the easiest task, especially if you attempt to do it yourself. There are many factors that go into producing great signage, and your signage professionals at Speedpro know what they're looking for to make that happen.

Your local Speedpro location has a huge inventory of ideas to choose from, and a portfolio that is shared among all locations.

Getting an idea of the types of signage options available is usually a good place to start. Then you can work with your Speedpro location on how to customize the idea to fit your specific place and needs.

Speedpro specializes in providing solutions, and with a network of 48 locations across Canada, access this resource to recommend proven solutions. The options are endless, with a wide range of common and printable

vinyls, fabrics, reflective, backlit, or textured material variations. The combination of these media increase with a multitude of materials to mount them on to, from a variety of display boards to walls, windows, canvas, and vehicles.

Visual options beyond the obvious differentiate Speedpro as the visual solution provider. All buildings are not built the same, and we understand that creative solutions are needed.

Recycling Victory Hits Speedpro Locations

Speedpro now has a recycling program for used ink cartridges. Speedpro uses only manufacturer-approved eco-sol

inks for printing, which are non-toxic and contain low VOCs (volatile organic compounds). Reuse has been in effect for many

years at Speedpro, with the most common being vinyl scraps donated for craft use at local schools or day care centres.

This new ink cartridge recycling program is another way Speedpro locations across Canada can contribute to an eco-friendly workplace.



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