

# SIGNAGE & DISPLAY PLAYBOOK

A short and sweet guide on what you need to know to make the right decision on your next signage, interior, or branding project.



# StarSign

DESIGN • PRINT • INSTALL

*What's your star sign?*

# 3 Simple Steps

At StarSign Rotorua, we make signage easy. Whether it's a full retail fit-out, vehicle fleet, footpath signage, or a new building façade, our process removes the complexity and keeps your brand looking sharp.

## STEP 1 - Design & Quote

- You contact StarSign (via website, phone or visit our Rotorua studio) and tell us what you need — signage, interior fit-out, vehicle wrap, sidewalk sign, etc. [starsign.co.nz](http://starsign.co.nz)
- We consult with you: take measurements (if required), discuss placement, material suitability, lighting, compliance needs (building consent, structural requirements, etc.). Our graphic designer will also be involved to provide mock ups and artwork if required.
- We prepare a clear, itemised quote — typically within 1-2 business days.

## STEP 2 — Manufacture / Production

- Once the quote is approved, we take the project into production in our Rotorua workshop.
- We handle all design-to-production processes: artwork layout, CNC routing, flatbed printing, vinyl application, metal fabrication, LED wiring/assembly — depending on the scope (building signage, interior fit-out, 3D lettering, footpath sign, vehicle wrap, etc.).
- We ensure materials and production methods are professional grade (e.g. ACM/ACP panels, acrylic, aluminium, quality vinyls, durable paint/coatings, LED modules, etc.).

## STEP 3 — Install & Deliver

- Once fabrication is complete, our installation team handles delivery and installation. We cover everything: installation logistics, compliance (work safety, site access), and final clean-up.
- For larger fit-outs or complex signage projects (e.g. illuminated fascia, 3D signage, interior brand environments), we coordinate staging or phased installation to minimise disruption to your business.
- Final inspection, quality check, and handover — ensuring your brand looks sharp and signage performs as expected.



# Why Choose StarSign?

## 1. Premium Materials & Craftsmanship

We fabricate using industry-leading media:

- Aluminium Composite Panel (ACP / ACM)
- CNC-cut acrylic, PVC, ACM & plywood
- Stainless steel & powder-coated aluminium
- High-performance cast vinyls (3M, Avery, Orafol)
- UV-stable digital prints on HP flatbed technology
- Top end German and US machines for consistent quality.



## 2. Full In-House Production

Unlike franchise sign shops, everything is made locally in our Rotorua production facility:

- CNC routing
- Flatbed & roll-to-roll printing
- Paint booth
- LED fabrication
- Welding & metalwork
- Custom joinery for interior fit-outs



## 3. Experts in Brand Environments

We do more than signs — we transform spaces:

- Reception walls
- Branded office fit-outs
- Retail merchandising displays
- Interior wayfinding systems
- Frosted glass privacy treatments
- Wall graphics & murals



## 4. Local Service, Regional Capability

We deliver projects throughout Rotorua, BOP & Waikato.

- One team → consistent quality → one point of contact.

## 5. Health & Safety First

We meet Site Safe, WorkSafe, EWP and construction site compliance requirements.

- Every job includes hazard assessments, RAMS, and safe installation plans.

# What to Consider Before Buying a Sign

## Your Primary Message

- What must people understand within 2–3 seconds?
- What will catch their attention?

## Location

Where will the sign be viewed from? Where is the most traffic coming from?

- Drive-by
- Walk-by
- Interior
- Height and angle
- Competing visual noise

## Durability

Do you need:

- Short-term (events, promotions)
- Medium-term (1–3 years)
- Long-term (5+ years permanent installations)

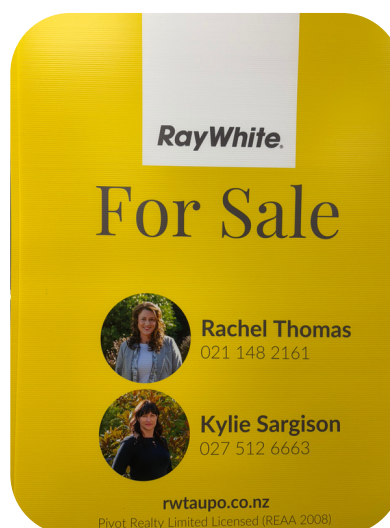
## Brand Consistency

We match:

- PMS colours
- Materials
- Lighting temperatures
- Existing brand guidelines

## Regulations

Some signage (especially pylons, illuminated letters, and building signs) may require council consent.



# BUILDING SIGNAGE



Building signage is one of the most important visual assets a business can invest in. It defines how customers perceive your company long before they step inside. A well-designed sign builds trust, strengthens brand recognition, and creates instant clarity about who you are and what you offer. At StarSign, we combine strategic design, premium materials, and professional installation to create exterior signage that stands the test of time.

Whether you operate a retail store, a corporate office, a workshop, a hospitality venue or a large commercial site, your building signage carries the responsibility of representing your brand day and night, in all weather, and from a range of viewing distances. Because of this, every project begins with a detailed consultation to understand your visibility requirements, target audience, building architecture, and environmental conditions. The goal is not simply to add signage to a building, but to integrate branding that enhances the façade and elevates your overall presence.

Modern building signage falls into several main categories - **panel signage, 3D lettering, illuminated signs, and large-format flexible systems**. Each serves a unique purpose, and selecting the right one depends on brand personality, desired visibility, installation location, and budget.

**Panel signs** offer a sleek, contemporary look using aluminium composite panels (ACM/ACP) paired with high-quality graphics. They are ideal for shopfront fascia, entranceways, and large architectural surfaces. Panels are durable and handle New Zealand weather exceptionally well, making them a reliable long-term solution.

For brands wanting more impact, 3D lettering adds depth and dimensionality. Acrylic, PVC, aluminium or fabricated metal letters create a premium aesthetic, while custom finishes—such as powder coating, metallic effects or paint-matched brand colours—allow the signage to blend seamlessly with your architecture. Larger 3D elements are particularly effective on high-visibility sites where legibility at a distance is crucial.

Lighting introduces another layer of visibility and sophistication. Illuminated building signage ensures your brand is seen both day and night, using modern LED technology to reduce energy consumption while maximising brightness and longevity. Options range from front-lit letters and edge-lit panels to halo-lit 3D features that cast a soft, ambient glow—ideal for corporate offices, hospitality venues, and contemporary retail environments.

# VEHICLE SIGNAGE



## Turn your vehicles into mobile brand ambassadors.

Vehicle signage is one of the most cost-effective and high-impact forms of advertising available. Unlike traditional marketing, which relies on timing, placement or paid visibility, branded vehicles promote your business every time they're on the road, parked at a job site, or even sitting outside your office. A single vehicle wrap can generate thousands of visual impressions per day, amplifying your brand everywhere you go.

At StarSign, we design and install vehicle graphics that are durable, visually striking, and tailored to your specific brand and fleet profile. Whether you have a single work van or a nationwide fleet, the goal is always the same: create a clean, professional representation of your business that communicates instantly and leaves a strong impression.

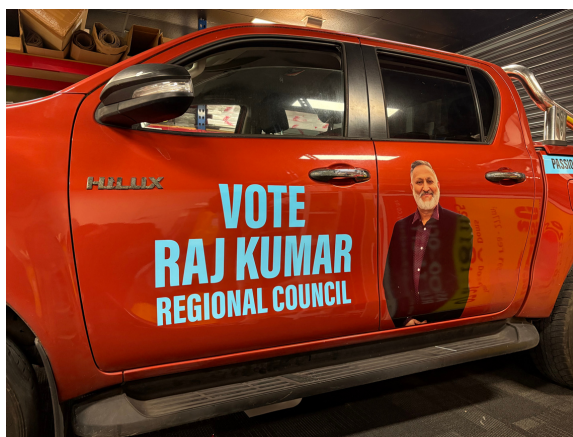
## Designing for Motion, Visibility & Impact

Vehicle signage is unlike static signs—your design must be effective at a glance and readable at varying distances and speeds. For this reason, we start each project by assessing the vehicle's shape, colour, contours, and viewing angles. We consider how your branding will wrap around windows, door lines, curves, and recessed panels, ensuring the design feels integrated rather than applied.

Key elements such as logos, contact details, taglines and major graphics are positioned strategically to maximise visibility, avoiding areas that distort or obscure the message. Colour contrast is also important: what appears vibrant on a computer screen may lose clarity when placed on a moving background or against a competing colour. Our designers create concepts that are bold, balanced, and refined, ensuring your branding stands out without overwhelming the vehicle.

We use scaled templates for each specific make and model, enabling us to produce precise previews and minimise surprises at installation. Whether the design is subtle and professional or bold and full-coverage, every detail is built around legibility and long-term performance.

# VEHICLE SIGNAGE CONTINUED



## Choosing Between Branding Levels

Vehicle signage comes in several forms, each with its own benefits depending on your goals.

Some businesses prefer simple professional branding—clean door logos, website, and contact details—ideal for corporate fleets, technicians, and service vehicles. This style offers excellent value and quick turnaround while still projecting reliability and professionalism.

More visually driven brands choose partial wraps, where portions of the vehicle (such as the rear half, bonnet, or side panels) are wrapped in high-impact graphics. This approach balances cost with strong visual presence and offers greater creative freedom for imagery or bold colour blocks.

For brands wanting maximum exposure, a full vehicle wrap transforms the entire exterior into a mobile billboard. Full wraps allow for cinematic imagery, gradients, large brand patterns, and eye-catching designs that cannot be achieved with cut vinyl alone. They are especially effective for vehicles in constant public view (delivery vans, trades, contractors, event companies, and service-based businesses).

Whatever level you choose, StarSign provides clear guidance on durability, cost, maintenance, and the expected lifespan of your graphics, ensuring the solution matches your brand and budget.

## Longevity, Maintenance & Care

A well-maintained vehicle wrap can last many years. To preserve your investment, we provide guidance on correct washing techniques, safe detergents, expected wear patterns, and how to avoid premature fading or abrasion. Many clients opt for periodic maintenance checks on fleet vehicles to ensure long-term consistency across the brand.

When the time comes to update or refresh your graphics, we offer professional removal services to protect your paint and prepare the vehicle for the next installation cycle.



# TRADE SHOWS, EVENTS & EXHIBITIONS

While StarSign focuses on large-format printing, signage fabrication and custom-built elements, sister companies [Expandesign](#) and [Brand Display](#) specialise in portable, lightweight, and professional exhibition products designed specifically for events. This combined capability means you gain access to one of New Zealand's strongest trade show branding networks.

Expandesign NZ is known nationwide for its premium event products—gazebos, flags, feather banners, café barriers and portable signage solutions designed to withstand New Zealand's outdoor conditions. Perfect for exhibitions, field days, sporting events and activations, these products are engineered for quick setup, easy transport, and impactful brand visibility.

Brand Display, on the other hand, brings a contemporary, modular exhibition approach. Their SEG (silicone edge graphic) lightboxes, illuminated back walls, portable counters and modular frames provide a sleek, modern aesthetic that instantly elevates any indoor exhibition space. These systems deliver vibrant, seamless fabric prints that create immersive, high-end displays.

Together, these sister companies allow us to design, produce and supply complete trade show environments from simple pull-up banners to full exhibition booths with lighting, structures, signage, and branded furniture.



# What to consider before you commit

- **Visibility & Audience** - How far away will people view it? Drive-by, walk-by, indoor, or interior close-range?
- **Durability & Lifespan** - Temporary promo sign, 1-3 year requirement, or permanent installation? Materials and build method should match.
- **Brand Consistency** - Colour matching (PMS / brand palettes), material finish, lighting colour temperature (for illuminated signs), overall branding across signage, interiors, vehicles.
- **Regulatory & Compliance Requirements** - Especially for large illuminated signs, pylons, building-mounted signage: council consent, building codes, electrical compliance for lighting, safety compliance for installation.
- **Installation & Maintenance** - Complex installs (illuminated, pylons, roof-mounted) often require staging, site work, or structural work. Maintenance (cleaning, lighting upkeep) should be considered from day one.
- **Budget vs Value** - It's worth investing in quality materials and professional install. Cheap, temporary signs often look cheap and degrade fast.

*What's your star sign?*



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