



The Proven Benefits  
**Of Opting For A Sky  
Sign For Effective  
Brand Recognition**



# The Proven Benefits Of Opting For A Sky Sign For Effective Brand Recognition

---

You only have to take a look at any major capital city's skyline; to see many successful companies' names and logos on top of the buildings.

Sky signs are one of the most permanent visible company advertisements available. They are seen by hundreds of thousands of motorists and pedestrians every day. For many companies, these signs are seen as a beacon of their success and are viewed with great pride. That is why it is so important to get sky signs designed and installed correctly.

## Overview

While complex in nature, there are a few general considerations you'll need to make before looking at implementing a sky sign program:

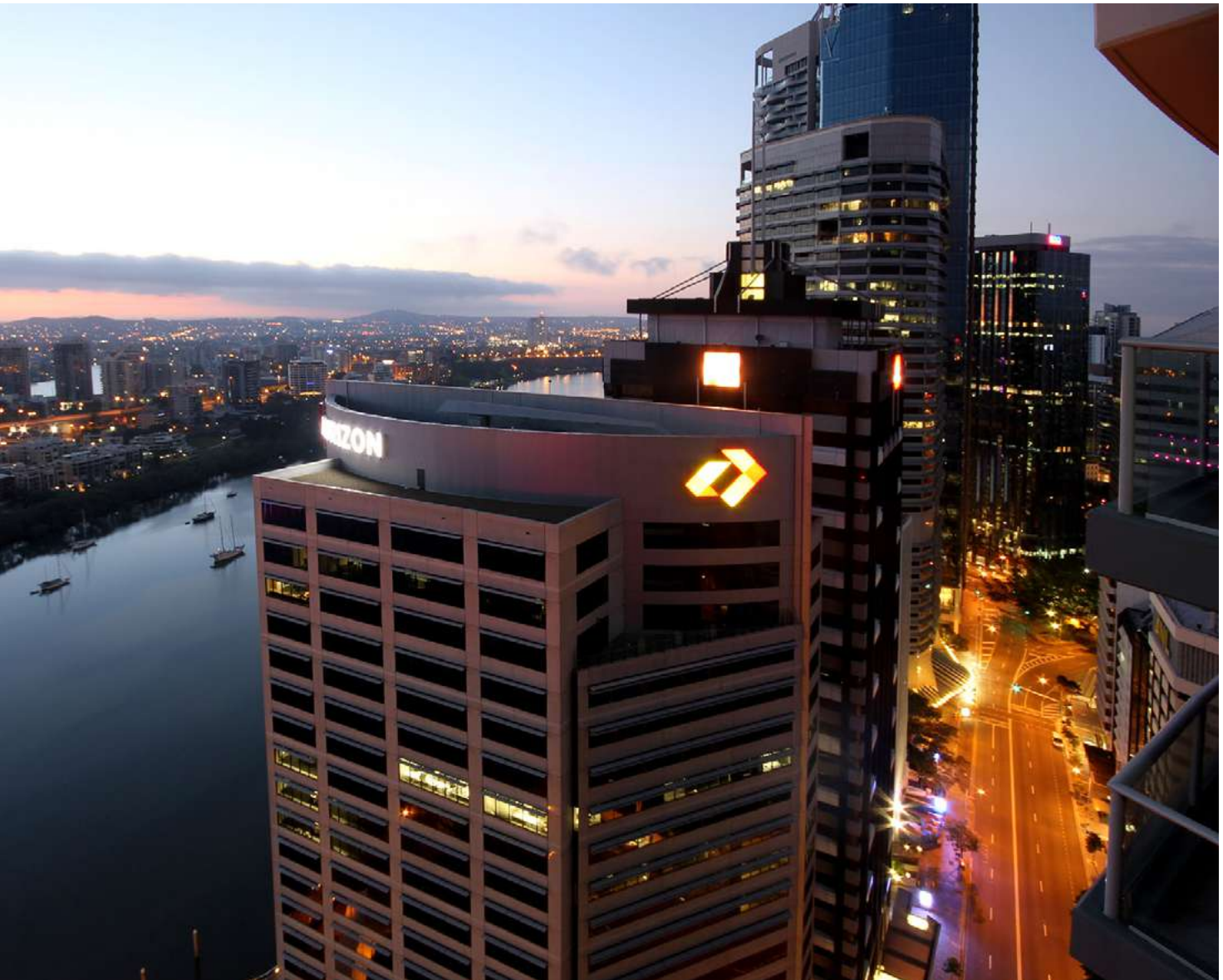
- First considerations for planning a sky sign
- Sign design
- Authorization and approval
- Transporting materials to the installation location
- Providing power
- Fixing to the building
- Public safety
- Maintaining the sky signs



## First Considerations For Planning A Sky Sign

The locations of sky signs are high-value viewing space, and it can cost hundreds of thousands of dollars just to get access to these areas – and that is before the signs are even installed. The real estate is extremely expensive, so companies must be certain that their sky signs will be fit for purpose during the day and night. A detailed and accurate site survey should be carried out in the roof area where the proposed sky signs are to be located to determine the exact size and shape of the area where the sign will be installed.

There are many aspects to the supply and installation of sky signs, which we will take you through step by step here.



## Sign Design

The design of the sign is the key to the success of the entire project. There are many aspects to be considered to give the sky sign installation the maximum impact.

Many company logos look great on stationery or low-level signage. However, when you use the same logo on a sky sign, it can be less legible due to the limitations of the physical height and stroke size that can be achieved for the font style you have chosen. Very thin fonts and script fonts can decrease visibility significantly and should be avoided. Colour choice is also important, as if the existing wall colour closely matches the logo colours it will reduce legibility.

As a rule of thumb, a 2.4-metre-high letter can typically be viewed legibly from a distance of 1000 metres – although this, of course, depends on the location of the sign on the building and the intervening landscape. There may also be issues with the amount of available wall area. Signs and logos have minimum white space requirements which can impact on the visibility of the sky sign.

Scaled artwork should be produced of the proposed sign. The images should show the sign installed on the building, with a series of montages showing the signs being viewed from various distances. In some cases, these will reveal that the logo may need to be tweaked to ensure the maximum impact is achieved, given the available space on the building.



## Authorization And Approval

Building owners will need to supply authorisation confirmation that the company installing the sign is both a major tenant of the building and has building signage rights. Neighbours also must be considered: With the increase in multi-story apartment blocks being built beside business buildings, there are more chances of objections to the proposed signage due to visual pollution and light spill.

Councils are becoming more restrictive with large sky signs. Each council has a Development Control plan. Feedback from council planners could be crucial in the speed & success of the sky sign DA (Development Approval), and so before submitting a DA for a new sky sign, it is prudent to meet first with town planners to show them the proposed montages.

Typically, council approvals take eight to 12 weeks, but this is very much dependent on the council and feedback from neighbours.

Once you have council approval it's important to confirm the DA conditions which may include:

- Letter size reduction
- Signs that have light dimming ability
- Time restrictions

---

## Transporting Materials To The Installation Location

When designing the new signs, you need to consider how the signs or letters will be delivered to the roof. Many buildings have goods lifts, which are often larger than normal lifts, however, the letters can often be larger than what the lifts can manage. The lifts also tend to stop several levels before the roof, with final access to the roof being gained via stair wells - or sometimes through other building tenancies.

These delivery access issues need to be determined before the sign design, to ensure they can be delivered successfully onto the roof without excessive costs or difficulties.

Options for sign delivery to the roof are:

- Manufacturing the signs in smaller sections, to be assembled on the roof
- Supply the sign to the site in one piece lift it up on the outside of the building

## Providing Power

The signs are to be powered by the sky sign owner's tenancy meter in the building. This means that a dedicated cable needs to be supplied from the installing company's tenancy level. For example: if the sky sign company tenancy is on the fifth level of a 20 story building, this entails running a new cable up through 15 levels of risers. Depending on where the risers are located, this might even mean passing it through other building tenancies. Another option is to install a separate meter for the sign.

---

## Fixing To The Building

The fixing of the logo and/or letters to the building or roof plant room needs to be reviewed and certified by an engineer to ensure the signs are safe and adequately attached. Most buildings have Building Maintenance Units (BMUs) located on the roof. They are used to gain access to the outside windows and walls of the building. When designing the sky signs, it is important to ensure the protrusion of the signs will not affect the movement of the BMUs.

The walls of the plant rooms are a common location for sky signs. When installing signs in these types of locations, it is important to ensure that if air conditioning vents are covered by the signs they do not cause a reduction in airflow - this may adversely affect the efficiency of the building's air conditioning.





## Providing Power

If the signs are to be positioned on the building over entry points or public thoroughfares, public safety should be considered when planning their installation.

Options to improve safety are:

- Installation of A and B class hoardings
- Barricading the areas under the sign location and redirecting public traffic during installation
- Out of hours installation

---

## Maintaining Sky Signs

Ongoing maintenance of the signs must be considered as part of the sign design. Often the locations that these signs are installed is not easily accessible. Because of the size of the signs, the components are very large, and it requires time and labour to dismantle them if access is needed to their lighting components.

Sky signs are typically illuminated with LEDs, but not all LED's are equal. When specifying illumination for sky signs, premium LEDs with the highest possible IP rating should be chosen. The power converters powering them should be located in a position that is easily accessible for electricians without needing specialised access equipment. The same goes for the light sensing equipment and time clock. Failing to do so will result in more expensive maintenance. If a Sky sign has been designed with the right type of vinyls, acrylics, and paint if it uses a power balanced Led layout, the need for ongoing maintenance will be drastically reduced.



# Get Help From SignManager



SignManager are independent consultants who help large corporations improve the way they manage their branded assets across all their stores and facilities.

Some of the benefits of outsourcing your sign program include:

**Brand And Marketing Managers** benefit from a single point of control to ensure the brand is consistently applied across their national and international presence. You may also wish to set up systems to manage the brand throughout its lifecycle.

**Property And Construction Managers** benefit from having a single point of contact to assist their team. This can provide expertise, a national network of resources, and access to specialist systems to make implementing signage projects simpler. They will also see improved quality control processes, better risk management, a more flexible supply chain and achieve the best market value.

**Facility Managers** benefit from quicker response times from a national network of service-providers and lower costs through the intelligent use of asset data and mobile tools.

**Procurement Managers** are empowered to achieve the best market value for their full Capex and Opex budgets.

SignManager provide a mechanism for a competitive bid process for 100% of the spend, rather than just the 60% made up of standard products and services. We can also help you cut costs through improved product design, better buying behaviour and strategic spend analysis.



If you'd like our help with a strategy to better manage your signage and branding requirements, simply email us at [info@signmanager.com.au](mailto:info@signmanager.com.au)



# SignManager

---

Suite 6, 32 Petrie Terrace Brisbane, QLD  
1800 300 103  
[www.signmanager.com.au](http://www.signmanager.com.au)