

Business Signage Checklist

A practical guide to launching your space with confidence

☑ Tick off each item as it's completed or planned

1. External Signage

Ensure your business is visible, compliant, and on-brand from the street.

- ☐ Main Building Sign (e.g., fascia, awning, wall-mounted)
- ☐ 3D/Illuminated Signage (if applicable)
- ☐ Window Graphics or One-Way Vision Film
- ☐ Entry Door Signage (opening hours, logo, contact)
- ☐ Street Signage (if off main road)
- ☐ Pylon or Totem Sign
- ☐ A-Frame or Footpath Sign



2. Internal Signage

Help visitors find their way and reinforce your brand inside.

- ☐ Reception Sign
- ☐ Wall Graphics or Murals
- ☐ Wayfinding/Directional Signs (e.g., toilets, meeting rooms)
- ☐ Room or Office Door Signs
- ☐ Menu Boards or Price Lists
- ☐ POS & Promotional Signage (e.g., counter signage, offers)



3. Safety & Compliance Signage

Stay compliant with Australian Standards and local council requirements.

- ☐ Exit Signs & Emergency Lighting
- ☐ Fire Safety Signs
- ☐ Hazard Warnings (if needed)
- ☐ Accessibility Signs (e.g., wheelchair access)
- ☐ COVID-19 or Hygiene Signs
- ☐ OH&S Signage (for warehouses/workshops)



Business Signage Checklist

4. Vehicle & Outdoor Branding

Promote your brand while on the move or outside your premises.

- ☐ Vehicle Wraps or Magnets
- ☐ Boat/Trailer Graphics
- ☐ Fence Banners or Mesh Signage
- ☐ Teardrop or Feather Flags
- ☐ Event or Market Stall Signage



5. Branding & Design Tips

Quick reminders for consistent, professional signage:

- ☐ Use your official logo, fonts, and colours across all signage
- ☐ Keep key messages clear and readable from a distance
- ☐ Choose materials suited to FNQ's climate (UV & waterproofing)
- ☐ Check signage complies with local council regulations
- ☐ Plan power access for illuminated or digital signs (if applicable)



Need help ticking the boxes?
We can design, print, and install
everything you need.

Call us on 07 4035 4113
or visit expresswaysigns.com.au