



signeffects

design / print / install

Brand Book

STORY, MISSION AND VISION

Story

Established in regional Victoria in 1964, Rice Graphics (RGI) opened their doors in Wodonga in 1992, where over the next 20 years, they developed their national fleet graphics service, providing graphic production, automotive refinishing and truck curtain manufacture. In 2021, RGI was purchased by neighbours, Twin City Truck Centre, and rebranded as Twin City Graphics. It quickly secured itself as one of the regions premium printing, signage and brand development providers. In early 2023, Twin City Truck Centre purchased Sign Effects Wangaratta, with the vision to further extend services nationally under one brand. With this in mind, the decision was made to rebrand Twin City Graphics to Sign Effects Wodonga in late 2023.



Mission and Vision

We service businesses, community groups and individuals locally and nationally, with a focus to deliver creative solutions to businesses across Australia. There are no boundaries for us, only opportunities. We have the best sales, creative and production team, who use quality products and take pride in their work.

Our mission is to think outside the square to bring brands to life on all levels. From large scale brand transformations to boutique business creative, event branding and signage that makes a statement, to customised décor for the individuals who want something special, our talented team will bring your ideas to life. We aim to operate Sign Effects on a sustainable basis for growth, increasing value for our stakeholders and expanding opportunities for development and career growth for our people.

BRAND STRATEGY

Positioning

At Sign Effects, we bring creativity to life, turning ideas into impactful visual experiences. With a dedicated team of talented graphic designers and the industry's finest signwriters, coupled with state-of-the-art equipment, we redefine excellence at every level

Our bunch of creative minds are not just your average designers; they're the innovators. Every project is a canvas for fresh, original ideas. We're not just making signs; we're making sure your brand is the one that turns heads in this crazy, crowded world

Now, let's talk about our signwriters. Seriously, they're like the rockstars of the sign business. Skill? Check. Precision? Double-check. Attention to detail? You bet. They take concepts and turn them into visual masterpieces that stick in people's minds. It's not just a sign, it's an impression that lasts.

No job is too big or too small for us. We're solutions driven, from the first lightbulb moment to the final installation. We're all about making the whole process smooth as butter and delivering results that match your unique vision and needs.

We get it - deadlines matter. With our talented team and slick processes, we've got on-time delivery down to an art. We never sacrifice quality, no matter how tight the schedule. We're all about talking openly, collaborating and getting your vision inside our heads. The end result is a product that not only meets but blows away your expectations. Our promise of affordability means you get top-notch value for your money.

MESSAGING

Tone of voice

Our tone of voice is creative, quirky and relatable. We take a contemporary approach to the way we communicate. Our tone of voice is natural, conversational, informal, friendly, and engaging. We want people to understand that we are a bunch of creatives that colour outside the lines and are full of life.

Narrative

Guardian of the brand, we take the vision, respect it, have fun with it and create magic!

Brand Personality

SINCERITY	EXCITEMENT	COMPETENCE
Down-to-earth Honest Wholesome Cheerful	Daring Spirited Imaginative Up-to-date	Reliable Intelligent Successful Hard-working

Sign Effects embodies sincerity, excitement and competence in everything we do. Our team exudes all the characteristics of sincerity and our creatives excitement makes what we deliver so amazing. We are renowned for competence and quality product and service



VISUAL IDENTITY



Variations

Sign Effects logo can be used on a white and charcoal in two variations only - stacked or long



Primary colour



Typefaces

Logo font - Levenim
abcdefghijklmnopqrstuvwxyz

Logo tagline - Adero
abcdefghijklmnopqrstuvwxyz

Primary body type - Poppins
abcdefghijklmnopqrstuvwxyz



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