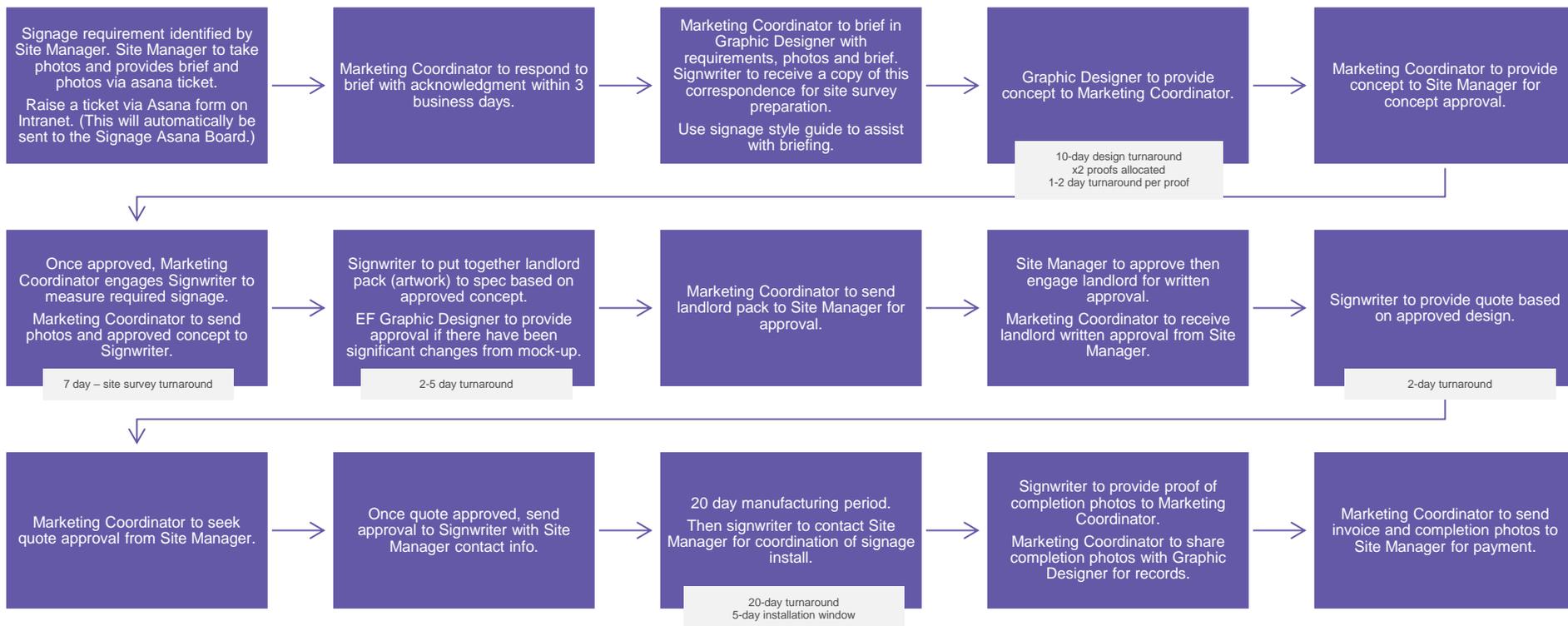# Signage Process Map – New and Existing Signage Installs

Accountability: Regional Manager/Site Manager/Manager Property & Leasing (listed as Site Manager below)

Timeline: Once requested Marketing will respond within 3 business days. Signage turnaround time is 55+ business days, plus time for approvals.

For any new or existing EF/CSG site or fleet signage install requirements please follow the below process to progress signage:

Row 1:

Signage requirement identified by Site Manager. Site Manager to take photos and provides brief and photos via asana ticket.
Raise a ticket via Asana form on Intranet. (This will automatically be sent to the Signage Asana Board.)

→

Marketing Coordinator to respond to brief with acknowledgment within 3 business days.

→

Marketing Coordinator to brief in Graphic Designer with requirements, photos and brief. Signwriter to receive a copy of this correspondence for site survey preparation.
Use signage style guide to assist with briefing.

→

Graphic Designer to provide concept to Marketing Coordinator.

10-day design turnaround
x2 proofs allocated
1-2 day turnaround per proof

→

Marketing Coordinator to provide concept to Site Manager for concept approval.

Row 2:

Once approved, Marketing Coordinator engages Signwriter to measure required signage.
Marketing Coordinator to send photos and approved concept to Signwriter.

7 day – site survey turnaround

→

Signwriter to put together landlord pack (artwork) to spec based on approved concept.
EF Graphic Designer to provide approval if there have been significant changes from mock-up.

2-5 day turnaround

→

Marketing Coordinator to send landlord pack to Site Manager for approval.

→

Site Manager to approve then engage landlord for written approval.
Marketing Coordinator to receive landlord written approval from Site Manager.

→

Signwriter to provide quote based on approved design.

2-day turnaround

Row 3:

Marketing Coordinator to seek quote approval from Site Manager.

→

Once quote approved, send approval to Signwriter with Site Manager contact info.

→

20 day manufacturing period.
Then signwriter to contact Site Manager for coordination of signage install.

20-day turnaround
5-day installation window

→

Signwriter to provide proof of completion photos to Marketing Coordinator.
Marketing Coordinator to share completion photos with Graphic Designer for records.

→

Marketing Coordinator to send invoice and completion photos to Site Manager for payment.

Link to request form: https://form.asana.com/?k=Rwx1LRVafYtrSDNNFcsiEg&d=60709378748944

Responsibilities:

- Graphic Designer to create and edit artwork concept.
- Signwriter to measure and create artwork to spec.
- Site Manager/Property team responsibility to provide signage approval from landlord.
- Marketing Coordinator to liaise and coordinate with Regional Manager/Site Manager/Manager Property & Leasing as well as Signwriter.
- EF Asset and WHS teams to coordinate any safety signage requirements – e.g. hazard strips on windows and steps
- EF Graphic Designer to provide style guides for signwriters and it is their responsibility to sign off on final design.

Definition of type of job for the above process: Building and fleet signage (project related).

Priorities:

1. New builds
2. Legal requirements e.g. ParentsNext or WFA
3. Existing signage updates