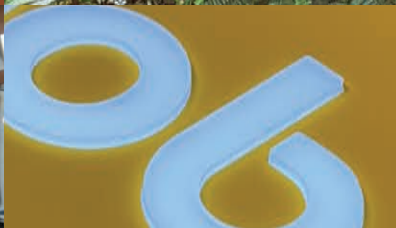


weald  
sign makers



your signage journey awaits...





crafting signage solutions  
for bold brands

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We're self-proclaimed creative geniuses when it comes to advertising businesses through physical branding and signage. From eye-catching shopfronts to large-scale commercial projects, we bring brands to life with bold, considered design.

Based in Kent, we offer the full package – planning, design and production of an immense range of signage – all carried through to seamless nationwide installation by our trusted team. We're proud to work with a wide variety of clients, from independent retailers to national chains, and hold key industry accreditations to guarantee quality and safety every step of the way.

“ A note from our founder & MD, Ben...



We have developed a clear mission for Weald Sign Makers: to redefine signage by merging innovative designs with top-quality craftsmanship.

The company grew from my roots in graphic design. I quickly realised the power of a business' visual identity, both online and more importantly on the physical buildings, vehicles and freestanding. As you fellow business owners will agree, there is something quite heart-warming about seeing your branding in real life. With this passion in mind, I branched out into printing and signage. Having also obtained a mechanical engineering degree, I personally ensure all of our products are engineered in a way that will exceed all quality and durability expectations.

Today, we've grown to become a trusted name in the industry, recognised for delivering impactful signage solutions that enable businesses to stand out in the market.







## what we offer

- A comprehensive signage service that puts your business' best foot forward.
- Bespoke solutions that can be crafted from a simple idea, curated to reflect your brand's identity and mission.
- A wide range of signage options tailored to diverse industries, including retail & hospitality, commercial & office, and public sectors.

## Our strengths

### EXPERTISE

We have a skilled team of signage designers, technicians and installers with extensive experience in the industry. By using state-of-the-art tools and machinery, and reliable materials, we have the expertise to create impactful signage.

### INNOVATION

We strive to keep every project unique and always aim to push boundaries – it's the only way to enable our customers' brands to truly stand out.

### TRUST

We seek to build lasting partnerships through clear communication, dependable service and consistent quality. Our loyal base of returning customers is a testament to the trust we earn.



1

### INITIAL IDEAS

Reach out with your idea – we listen, advise and guide from the start.

2

### CONSULTATION

We assess your space, understand your needs and explore the best options.

3

### QUOTATION & APPROVAL

24 hour quote turnaround with transparent pricing – we move forward when you're ready.

4

### DESIGN & VISUALS

Our design team creates clear visuals so you can picture the final result.

5

### PRODUCTION

Your signage is crafted with precision by our expert team.

6

### DELIVERY & INSTALLATION

Our team will ensure your project is delivered, (and installed if required) safely, efficiently and with minimal disruption.

7

### AFTERCARE & ONGOING SUPPORT

We're here for maintenance, updates and future projects – your signage partner for the long term.

## customer journey



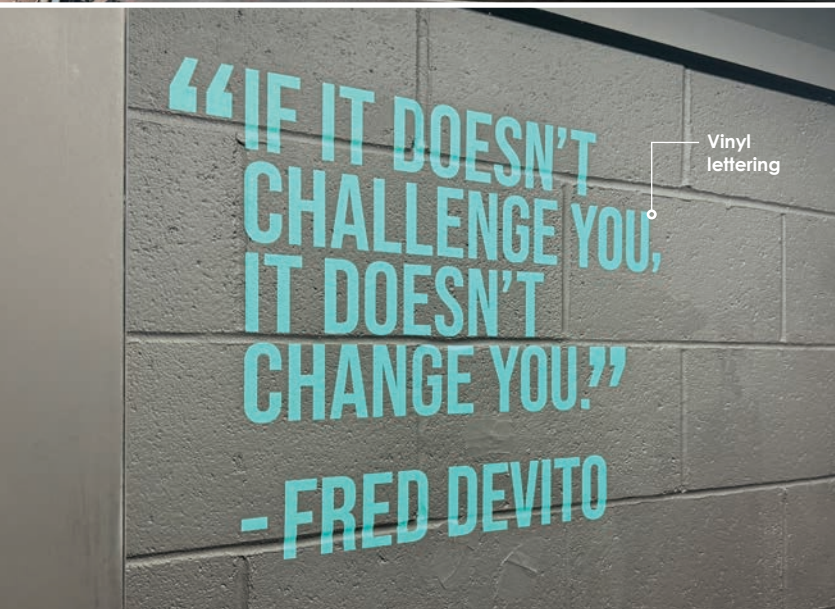




Flat cut letters

## sign lettering

Sign lettering comes in all shapes, sizes, colours and finishes. We utilise a wide range materials and manufacturing methods that are suitable for both internal and external use.



Vinyl lettering



Flat cut letters



Flat cut letters

## Types of lettering

### VINYL LETTERING

Vinyl is the simplest form of lettering, meaning it is cost effective and ideal for windows, walls and fascias where no 3D elements are required. It is relatively easy to apply, and is fully waterproof so suitable for internal or external use. Our vinyls can be pre-coloured from the manufacturer, or we can digitally print a bespoke colour or design where required.

### FLAT CUT LETTERING

This type of lettering is precision-cut from various sheet materials of varying thicknesses, such as plastics, metals and timbers. Flat cut letters can be adhered directly to the fixing surface or fixed using spacers, which create a gap between the fixing surface and lettering.

Thicknesses typically range from 5mm to 25mm.

### BUILT-UP LETTERING

Built-up letters elevate your branding by creating a premium look and feel that stands out. Our skilled craftsmen create (or 'build-up') 3D letters by hand-shaping and soldering together stainless steel elements. The increased depth and hollow back also allows illumination to be added to the letters, if required.

Thicknesses typically range from 25mm to 100mm.



Projecting sign  
(see page 10)

Non-illuminated  
built-up letters



Cabochon  
illuminated  
built-up letters



Vinyl lettering





## illuminated signs

Illuminate your brand with signs designed for visibility day and night. With options suitable for both internal and external use.

### Types of illuminated signs

#### ILLUMINATED FRET CUT SIGN TRAYS

Logos or lettering can be fret cut from the face of a sign tray, allowing waterproof LEDs to illuminate from within. The cut out logos or letters are then covered with an opal or coloured translucent acrylic that allows the LED light to pass through.

Letters can be flush with the sign tray surface, or stand proud to give a 3D effect.



#### ILLUMINATED BUILT-UP LETTERING

Waterproof LEDs are populated inside built-up letters to illuminate from within, either through the face or rear of the letter.

Options:

- Halo illumination
- Face illumination
- Cabochon or fairground letters – the face of a built up letter is recessed, with holes cut out where waterproof bulbs and holders sit, to create a fairground effect. Various types of bulbs can be used for different visuals.

#### FAUX NEON/ILLUMINATED ACRYLIC SIGNAGE

Our faux neon signage mimics traditional glass neon but with energy-efficient LED technology, and are typically placed on a clear back panel.

Options:

- Faux neon flex – a pre-populated coloured LED strip is cut and shaped to form lettering and logos. This style is perfect for lettering with a thin stroke, as it's limited to an 8mm stroke width. There are various LED colours to chose from.
- Illuminated acrylic – we machine lettering/logos out of 20mm thick acrylic sheet and install super bright LED strip within, to give a neon effect. We have various LED colours to choose from.







## projecting signs

Extend your visibility with signs that project perpendicularly from building facades, allowing your premises to be visible as people are walking or driving past. As with all our signs, these are endlessly customisable, including shape, colour, branding, finish and illumination.

### Types of projecting signs

#### HANGING/SWING SIGNS

Suspended from a bracket that allows gentle movement in the wind, these signs offer a traditional look with timeless appeal. Framed panels remain a popular choice, but we also offer sleek, modern variations without frames to suit contemporary branding. Both styles can be illuminated using overhead trough lighting for added visibility.

#### FIXED PROJECTING SIGNS

Fixed projection signs offer a more rigid, modern solution that stays in place regardless of weather conditions. Available in a range of bracket styles to complement your visual identity, these signs can be produced in standard shapes and sizes or custom-made to suit unique design requirements. For maximum impact, many are internally illuminated – making them ideal for high streets, commercial properties, and any setting where round-the-clock visibility matters.







## sign trays

Sign trays (aka fascia or pan) serve as a versatile foundation, hosting various lettering styles.

They form the base of a more premium sign as there are no visible fixings in the face, unlike more basic alternatives. There are also options to illuminate logos or lettering from within (see illuminated fret cut sign trays on page 8). Sign trays can be finished by either, covering entirely in pre-coloured or digital print vinyl, or painting to a RAL or Pantone colour. Lettering or logos can then be added in the form of vinyl, flat cut or built-up lettering.

Thicknesses can typically range from 25mm to 150mm.



## vehicle graphics

Transform your vehicles into mobile advertising platforms.

### Types of vehicle graphics

#### SIMPLE VAN GRAPHICS

Cost-effective branding for small businesses. Simple vinyl lettering and logos applied to flat or slightly curved surfaces of your vehicle.

#### PARTIAL WRAPS

Partial wraps utilise pre-coloured or digitally printed vinyl that contours to all the shapes of your vehicle to maximise the advertising space available.

#### FULL WRAPS

The entire vehicle is wrapped in pre-coloured or digitally printed vinyl graphics for maximum impact. A great option for high impact branding or marketing events.

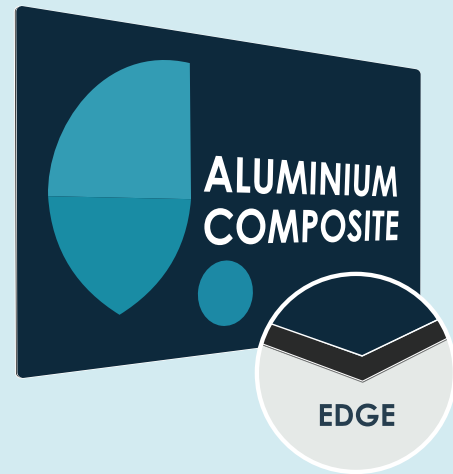
#### FLEET GRAPHICS

We also cater for larger companies with fleets of 10 to 100+ vehicles, by providing consistent branding across the fleet.

We appreciate that every vehicle must be the same, so we put measures and templates in place to ensure consistency.







ALUMINIUM  
COMPOSITE

EDGE



FOAMEX

EDGE



ACRYLIC

EDGE

## flat panel signs

Flat panel signs are a versatile and cost-effective choice that is usually face-fixed to surfaces, and are used for everything from temporary site boards to permanent building signage.

### Flat panel sign materials

#### ALUMINIUM COMPOSITE (OR ACM, DIBOND, ALUPANEL)

This lightweight and weather-resistant aluminium composite is a cost effective material suitable for external applications like building signage or temporary construction site hoarding graphics.

#### FOAMEX

Foamex is a smooth, rigid, cost-effective plastic material. It has less external lifespan, so is more suited for internal applications such as wayfinding in offices or retail settings.

#### ACRYLIC

A premium, high-gloss material, used where a sleek and polished look is required. Acrylic is often used for office reception signs or shopfront features and can be clear or coloured, with printed or vinyl-applied graphics. Edges can be flame-polished for a refined finish.

#### FINISHING OPTIONS

Panels can be laminated with gloss, matte or anti-graffiti finishes, cut to custom shapes and sizes, and supplied with rail fixings for posts or fencing, drill holes or adhesive tape.

## vinyl graphics

Vinyl graphics offer an impactful way to transform internal and external surfaces into colourful, branded spaces. They're durable, easy to install and cost-effective.

### Typical vinyl graphics applications

#### WINDOW GRAPHICS

Various types of film can be applied to windows, including digitally printed vinyl, one-way vision films and etch frosting. Each can be used for branding, marketing and/or privacy purposes.

#### WALL GRAPHICS

Digitally printed or pre-coloured vinyl can be applied to smooth plaster or rough brick/block walls, both internally and externally. It is often used for branding and feature walls.

#### FLOOR GRAPHICS

Durable and slip-rated vinyl graphics can be applied to floors, typically for directing foot traffic or delivering promotional messages in retail or event settings.

#### GENERAL VINYL GRAPHICS

Vinyl is a very versatile material that can stick to practically anything. Digitally printed or pre-coloured vinyl can be created for vehicles, signs, packaging and much more.



Wall  
graphics



Wall  
graphics



Window  
graphics





## free-standing signage

Free-standing signs are fixed in the ground, typically using concrete, and are usually used for advertising at a property entrances or wayfinding. This is an ideal solution when there is no building to fix a sign to at desired location. For all free-standing signs, we design foundations that will withstand heavy winds, and such, are verified by a qualified structural engineer.



## Types of free-standing signs

### POST AND PANEL SIGNS

As the name suggests, these signs comprise of vertical posts with a mounted sign panel. They are on the more economic end of the spectrum, and are great for advertising events or for brands on a lower budget.

There is minimal thickness to the sign panels, so fixing methods can be seen from the side/rear.

Sign panels can be standard shapes such as rectangles or circles, or a bespoke shape to suit your branding.

### INTEGRATED PANEL SIGN

With an obvious visual difference, the integrated signs are more seamless and aesthetically pleasing.

Sign panels have fixed posts through their inside return to ensure they are as discrete as possible. Again, there is great flexibility with the size and shape of these panels.

### MONOLITH SIGNS

Monolith signs host a panel starting from just above ground level, covering the entire sign. The posts are fixed within the panels so they are completely hidden.







## free-standing signage: green oak signs

### GREEN OAK SIGNS

We specialise in timber free-standing signs, hand crafted from fresh sawn green oak sustainably sourced from local FSC certified mills. As with any timber, green oak will gradually age and turn grey, where it blends in with the natural environment. It is full of moisture and it will last outside for 30+ years without any treatment.

We cut, shape and join green oak into:

- entrance signs
- fingerpost signs
- lectern
- trail markers

These are typically used for wayfinding in external environments in the hospitality and leisure sector.

Wayfinding sign with interchangeable panels



Lectern sign



Trail marker with tactile panel



Oak has turned grey a year after installation



Entrance sign



Newly installed fingerpost sign





# SIGNAGE BY SECTOR

## public sector & larger signage projects



256 signs installed across west London for London Borough of Hounslow



NHS Signs produced and installed at sites across the south east

We have a proven track record supplying and installing signage for:

- Local authorities & borough councils
- County councils
- NHS trusts & healthcare providers
- Housing associations
- Care providers

Our expertise covers a wide range of applications, including:

- Street-furniture & park signage
- Multi-site signage refurbishments
- Construction hoarding & safety signage
- Building identification & wayfinding systems

Whether it's renewing town-centre wayfinding or rolling out compliant signage across multiple sites, we deliver durable, accessible and visually cohesive solutions – on time and on budget.



## construction sector

We partner with construction companies to promote their brand and developments, while also keeping their staff safe and business compliant.

### Example products

#### SITE HOARDING GRAPHICS

High-quality printed panels mounted to site perimeters to promote your brand, showcase project renders and maintain privacy/security throughout the build.

#### HEALTH & SAFETY SIGNS

Mandatory, warning and instructional signage (eg. PPE requirements, hazard notices) to keep your site fully compliant and ensure staff and visitor awareness.

#### VEHICLE GRAPHICS

Durable vinyl wraps and decals for site vehicles and plant to extend brand visibility on vans, trucks and machinery, projecting a polished, professional image.



Herras fencing banners



Vehicle graphics



Site hoarding graphics





## retail & hospitality sector

By nature, the retail and hospitality is competitive when trying to win custom. We have worked with thousands of retail businesses to provide signage packages to help them truly stand out.

### Example products

#### SHOPFRONT SIGNAGE

Shopfront signage creates a strong visual identity to the retail space to get noticed and remembered by potential and existing customers.

#### WINDOW GRAPHICS

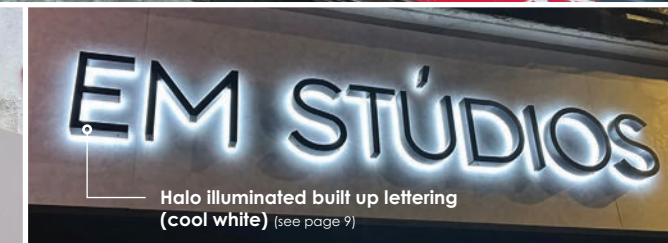
These are ideal to promote a sale, opening times or reaffirm branding on retail windows.

#### PROJECTING SIGN

This is a way to add another dimension to a shopfront by remaining visible to passers by.

#### INTERNAL ILLUMINATED SIGNAGE

Internal illuminated signage enhances the customer experience and helps create a space they want to revisit.





## school/education sector



Monolith sign

We work with nurseries, primary and secondary schools, colleges and universities to provide clear, safe and inspiring signage that supports both navigation and identity.

### Example products

#### FREE-STANDING SIGNS

Post and panel signs are perfect for marking main school entrances, directing traffic in car parks and guiding visitors to access points.

#### WALL-MOUNTED SIGNS

These work well as directories, building identifiers, and wayfinding signs – ideal for reception areas, corridors and exterior walls.

#### INTERNAL DISPLAYS

Interior displays for highlighting key content – such as school notices, achievement boards or house-point charts – with an optional dry-wipe laminated finish to create an interactive display.

#### VINYL GRAPHICS

Custom-printed wall graphics are an engaging way to reinforce your school's brand and ethos throughout hallways, classrooms and dining areas.

#### VEHICLE GRAPHICS

Branding school minibuses and vehicles not only boosts your presence around the neighbourhood but also provides mobile advertising for upcoming events and community initiatives.

### Why schools choose us

- Durable signage that is built to withstand all the students can throw at it (literally).
- All of our school signage is designed to be child safe. No sharp edges or protruding elements.
- Customisable to reflect each school's identity.
- Experience delivering to public sector frameworks.



Mounted sign



Vehicle graphics



Post and panel sign



Pull-up banner



External banner





## commercial & office sector

Commercial and office based businesses come to us not only to create branding for their spaces, but make them more inviting for visitors and morale boosting for their staff.

### Example products

#### EXTERNAL SIGNAGE

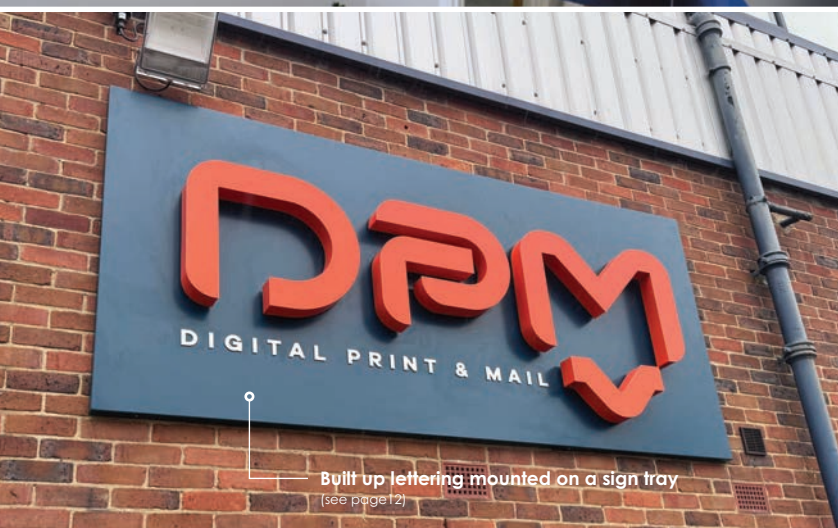
Sign trays (ACM fascias), flat-cut and built-up 3D lettering, projecting signs and window graphics – durable, weather-resistant solutions that maximise your building's visibility and reinforce your brand at every approach.

#### INTERNAL BRANDING

3D wall logos (illuminated or non-illuminated) alongside vinyl wall graphics and window manifestations – to embed your identity throughout communal areas and create an engaging, morale-boosting environment.

#### SHOWROOM BRANDING/GRAPHICS

Striking wall and window graphics, POS display panels and bespoke feature displays – designed to guide visitors, showcase key products and deliver an immersive brand experience.



## why choose us?

#### QUICK TURNAROUND TIMES

We operate with a lean manufacturing mindset, resulting in your signage being delivered promptly.

#### CUSTOM SOLUTIONS

We approach all projects with an aim to provide a bespoke solution to advertise your brand, to keep you visible and standing out from the crowd.

#### PREMIUM MATERIALS

We over-specify materials to ensure they last a long time, often outlasting their requirement.

#### CUSTOMER TRUST

Our strong portfolio of testimonials and feedback is a testament to the consistency of our service and success of our products.

## warranties

We back our work with industry-leading warranties: all vehicle graphics come with a 2 year guarantee, and our building signage is covered for 4 years.

This gives you complete peace of mind, protects your investment against defects and fading, and means you can focus on your business – knowing your signage will look great and perform flawlessly for years to come.



Excellent service, including support with options when choosing a sign. Very professional service, would definitely recommend!

Melvyn – 3D lettering



The team at Weald Sign Makers were great from start to finish. Great communication, reasonably priced and van looks great. Will recommend and use again 10/10.

Steve – vehicle graphics





**weald**  
sign makers

*Let's bring your  
vision to life!*

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