

Standard Operating Procedure (SOP)

Promotional Signage Placement Procedures

This SOP details the **promotional signage placement procedures**, covering site assessment, sign type selection, positioning guidelines to maximize visibility, compliance with local regulations, installation methods, safety considerations during setup, maintenance schedules, and removal protocols. The objective is to ensure effective and professional display of promotional materials to attract customers while adhering to legal and safety standards.

1. Purpose

To establish standardized procedures for the placement, maintenance, and removal of promotional signage at all locations, ensuring effectiveness, safety, and compliance with all regulations.

2. Scope

This SOP applies to all staff and contractors involved in the planning, installation, maintenance, and removal of promotional signage on company premises.

3. Responsibilities

- **Marketing Team:** Initiate signage requests, approve artwork, and determine campaign timelines.
- **Facilities/Maintenance Team:** Assess sites, install, maintain, and remove signage as per schedule.
- **Compliance Officer:** Ensure all signage meets local regulatory requirements.

4. Procedures

1. **Site Assessment**
 - Survey proposed locations for signage based on foot traffic, visibility from distance, and physical accessibility.
 - Document any site limitations (e.g., obstructions, prohibited zones).
2. **Sign Type Selection**
 - Choose appropriate sign type (e.g., banners, window decals, freestanding signs) based on campaign objectives and site conditions.
 - Ensure selected materials meet durability standards for the environment.
3. **Positioning Guidelines**
 - Place signage at optimal eye level and angles for maximum visibility from key customer entry points.
 - Avoid obstructing exits, entrances, or emergency signage.
4. **Compliance with Local Regulations**
 - Verify signage content, size, and location conform to municipal codes and landlord/site management policies.
 - Obtain any required permits before installation.
5. **Installation Methods**
 - Use approved mounting hardware and techniques specific to sign type.
 - Secure all signage to withstand weather and tampering.
6. **Safety Considerations During Setup**
 - Follow ladder safety protocols and wear appropriate PPE (personal protective equipment).
 - Block off installation area to prevent pedestrian injury.
7. **Maintenance Schedule**
 - Inspect signage weekly for damage, vandalism, or weathering.
 - Repair or clean as needed to maintain professional appearance.
8. **Removal Protocol**
 - Remove signage promptly at the close of the promotion period or upon damage.
 - Restore site to original condition, disposing of signage materials in accordance with recycling/waste procedures.

5. Documentation

- Maintain records of site assessments, permits, installation dates, maintenance checks, and removal actions for auditing and compliance purposes.

6. References

- Local authority guidelines for signage
- Company Health and Safety Policy
- Facilities Maintenance Manual

7. Revision History

| Version | Date | Description | Approved by |
|---------|------------|---------------------|--------------------|
| 1.0 | 2024-06-21 | Initial SOP created | Facilities Manager |