

# SOP: Promotional Signage Creation and Placement Procedures

## Purpose:

This SOP details the **promotional signage creation and placement procedures**, covering the design, approval, production, and strategic positioning of promotional signs. It ensures that all signage effectively communicates marketing messages, adheres to brand guidelines, complies with legal requirements, and maximizes visibility and impact to attract target audiences.

## Scope:

This procedure applies to all staff involved in the design, approval, production, and placement of promotional signage across the organization.

## Responsibilities:

- **Marketing Team:** Concept development, design, message alignment, and branding.
- **Brand Manager:** Approves final design for brand consistency.
- **Compliance Officer:** Verifies legal/regulatory requirements.
- **Production Team:** Produces signage according to specifications.
- **Facilities/Maintenance:** Installs and maintains signage at approved locations.

## Procedure

1. **Concept Development**
  - Identify the objective of the signage and the target audience.
  - Brainstorm creative concepts aligned with marketing campaigns and promotions.
2. **Design**
  - Draft signage layouts including images, texts, and branding elements.
  - Follow brand guidelines (colors, fonts, logos, etc.).
  - Ensure legal compliance (e.g., disclaimers, accessibility).
3. **Approval Process**
  - Submit design drafts to Brand Manager for approval.
  - Obtain Compliance Officer review for legal and safety standards.
4. **Material Selection**
  - Choose appropriate materials (indoor/outdoor, weather-resistant, eco-friendly, etc.).
  - Consider durability and cost-effectiveness.
5. **Production**
  - Send approved design and material specifications to Production Team.
  - Confirm production schedule and quality check before delivery.
6. **Placement Location Assessment**
  - Survey potential locations for maximum visibility and compliance (permit requirements, safety, etc.).
  - Document selected locations and obtain necessary permissions.
7. **Installation**
  - Install signage per safety and manufacturer guidelines.
  - Ensure correct positioning for visibility and impact.
8. **Maintenance**
  - Develop and follow a maintenance schedule (cleaning, repairs, replacements).
  - Monitor signage condition and effectiveness; adjust as needed.
9. **Documentation**
  - Maintain records of signage designs, approvals, locations, and maintenance schedules.

## Related Documents

- Brand Guidelines
- Marketing Campaign Plans
- Compliance and Legal Checklists
- Installation Safety Procedures
- Maintenance Logs

## Revision History

Date	Revision	Description	Author
2024-06-10	1.0	Initial SOP template creation	ChatGPT