

Site one went well.
Then you built *thirty*.

Running a multi-location signage rollout without losing brand consistency or your programme dates.

Standardise this. Adapt that.

Brand

Central: logo construction, colours, typography, tone, prohibited variations. Local: approved language versions and context-specific messaging.

Sign system

Central: sign families, layout grid, icons, naming rules, finish benchmarks. Local: quantity, dimensions within rules, arrows, destinations.

Engineering

Central: performance requirements, quality tests, documentation, approval gates. Local: structure, fixing, wind exposure, power, access, permissions.

Consistency is not the same sign on every *facade*.

It means every site makes controlled decisions out of the same system. A flagship on a main road and a compact unit inside a mall will never carry identical signage, and forcing them to is how a rollout starts looking cheap in half its locations.

Ten steps, in this order

01

Rollout brief

Locations, dates, formats, stakeholders, success criteria.

03

Kit of parts

Repeatable families with permitted sizes, materials, lighting, fixings.

05

Pilot

One or two representative sites, with documented changes after.

07

Release in batches

Group by readiness, format, region or opening date.

09

Document install

Sign-code photos, night photos, electrical tests, snags, acceptance.

02

Audit site types

Flagship and compact, street and mall, old and new, owned and leased.

04

Survey standard

Every site surveyed the same way, with a unique site code.

06

Freeze approvals

Who approves what, and in how many days.

08

Inspect production

First-off samples and batch checks against physical control samples.

10

Asset register

Location, type, message, date, warranty, service history.

Every site survey returns the same evidence

- Dimensioned elevations and photographs.
- Architectural plans and landlord criteria.
- Substrate and fixing conditions.
- Available power and cable routes.
- Viewer approach, distance and sightlines.
- Installation access and working-hour limits.
- Weather and exposure conditions, plus who approves what.

A pilot is not simply the *first* store.

It is a deliberate learning stage. Test daylight and night appearance, legibility, installation time, packaging, content accuracy, cleaning and maintenance access. Then change the standards on paper before anything else goes into production.

Four ways to resource it

One end-to-end partner

Single accountability and consistent standards. Watch capacity, travel cost and regional response.

Central design, regional build

Local reach and competitive sourcing. Watch interpretation, material and finish variation.

Regional design and build

Local speed and context. Watch brand fragmentation and duplicated development.

Approved-vendor network

Central control with local delivery. Needs strong standards, samples and audits.

How rollouts actually go wrong

- Local teams supplying old logos or unapproved artwork.
- Production starting from tender drawings before site verification.
- Colour approved over a phone photograph.
- Local-language copy treated as a late artwork substitution.
- Landlord and municipal lead times ignored.
- Nobody named as providing power, backing or access equipment.
- Every site installed before anyone reviewed the pilot.
- Project closed with no asset register and no spare components.

Same gates, every site

01 Brief and survey

Brief received, survey complete.

02 Approvals

Design approved, permission approved, advance received.

03 Production

Released, quality check passed, dispatched.

04 Site

Installed, snagged, handed over.

05 Red flags

Missing power, open landlord comments, language approval, date risk.

One factory. Every site gets its *own* survey.

We run rollouts from a single in-house design and manufacturing base in Bengaluru, with installation delivered across 50+ Indian cities. One production standard, one accountable team, and separate drawings for every location.

1991	9,000+	50+
SINCE	SPACES	CITIES

spacecrafter.studio/contact