

# 9 Things to Consider Before Starting a Multi-Location Brand Rollout



## Here's your checklist for success!



### 1. Consistent Branding

- Ensure the design and message are consistent across all locations to reinforce brand identity.
- Ensure you have standardized a style guide that includes a family of signs with sign type numbers, color specifications, typography, logos, and design elements.



### 2. Local Regulations & Permits

- Check for necessary permits or approvals before installation. Landlords may have Comprehensive Sign Plans (CSP) or Master Sign Plans (MSP).
- Different regions or municipalities will have their own regulations (size, height, brightness, etc.)



### 3. Cultural & Regional Considerations

- Adjust signage designs or messages based on local cultural nuances to ensure maximum engagement and effectiveness.
- Consider the dominant languages in different regions.



### 4. Visibility & Placement

- Analyze each location for optimal signage placement to ensure maximum visibility.
- Factor in surrounding roadways, potential obstructions, and angle of approach.



### 5. Scalable Production

- Ensure that your signage provider can handle the scale and volume of signs required.
- Consider the logistics of manufacturing, shipping, and installing signs in multiple locations.



### 6. Maintenance & Upkeep

- Plan for regular maintenance to ensure longevity.
- Consider warranties, durability, and ease of repair/replacement.



### 7. Technology Integration

- If using digital signs, ensure compatibility with existing systems or platforms.
- Plan for software updates, potential downtimes, content changes, and attic stock inventory.



### 8. Budget & Timeline

- Outline a clear budget that factors in design, production, installation, and maintenance.
- Establish a rollout timeline, considering key dates, phases, or promotional events.



### 9. Feedback Mechanism

- During the roll-out make sure there is a location tracking spreadsheet in place communicating the schedules and notes for each location.
- Use a location tracking spreadsheet to act as the system to gather all feedback once signs are deployed.
- Track that adjustments might be necessary based on customer reactions or operational feedback.

**Enhancing your brand's visibility and identity across multiple locations is a significant undertaking. Gable is here to assist you every step of the way. Schedule a free consultation.**