

Baptist Care

A streamlined rebrand

In 2014 Baptist Care partnered with brand agency, Be You Not Them and began the process of rebranding. Once a new look was finalised, Be You Not Them engaged SignManager to design the rebranded signage and manage the tender, procurement and installation across the 75 sites throughout NSW. Be You Not Them recognised that working with a sign project management consultancy would be more efficient and timely solution than managing the process in-house.

The Baptist Care facilities had extensive signage, with some sites having 30 different types of signs. SignManager were able to design a combination of new signage options and where possible they incorporated existing signage, re-badging it in the new brand. This was a time-efficient and cost effective solution.

SignManager was able to add value to the rebranding process by providing expert technical knowledge, one point of contact for the client, quick response times, quality products and an all encompassing online management system. The rebrand project was completed on-time and delivered within budget to the satisfied client.

"When focusing on so many consumer touchpoints we partnered with SignManager to help with the logistics and massive roll out wayfinding, internal and external signage across 75+ locations across New South Wales and the ACT. I consider SignManager to be an integral part of not only our account management team but also our creative team, constantly adding insight into solutions with their invaluable knowledge base."

David Gollop - Founder, Be You Not Them

Experience SignManager's significant advantage

Signmanager can deliver a more intelligent approach to sign management, and a significant advantage to your business.

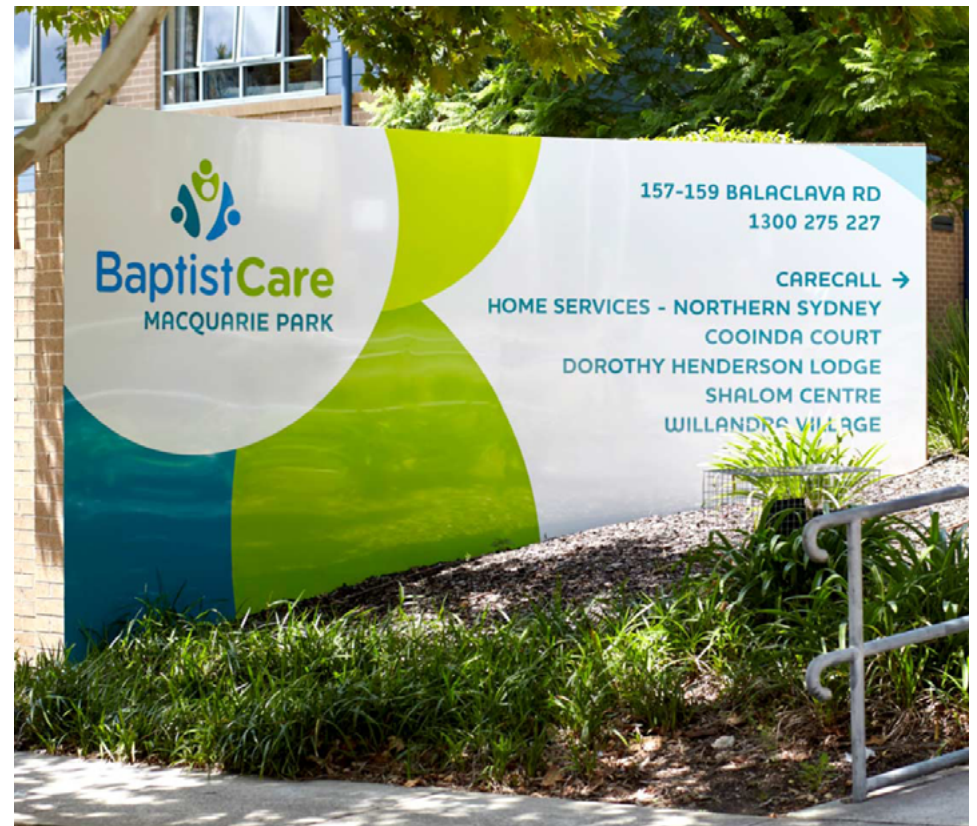
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