
Complete Factory Branding Checklist

A practical guide to plan and execute factory branding
across every touchpoint.

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What is Factory Branding?

- Creates a consistent visual communication system across the factory
- Includes signage, safety boards, wall graphics, and visitor communication
- Improves professionalism, safety, and ease of navigation
- Supports employees, visitors, customers, and auditors

B R A N D I N G

I D E N T I T Y

S A F E T Y

S I G N A G E

C U L T U R E

Why Factory Branding Matters

First Impressions

Creates a strong first impression for visitors and clients

Visitor Experience

Improves visitor experience and wayfinding

Safety Awareness

Strengthens safety awareness across all zones

Audit Readiness

Supports audit readiness with clear compliance displays

Communication

Improves internal communication and coordination

Brand Recall

Builds employee pride and enhances brand recall

- Main gate branding
- Company name signage
- Security cabin branding
- Visitor instruction board
- Parking direction signage
- Clean and maintained entrance

“
*Your factory gate
should speak before
your team does.*”

- Logo wall / reception backdrop
- Mission, vision and values wall
- Product display area
- Awards and certifications wall
- Corporate video screen
- Branded visitor badges



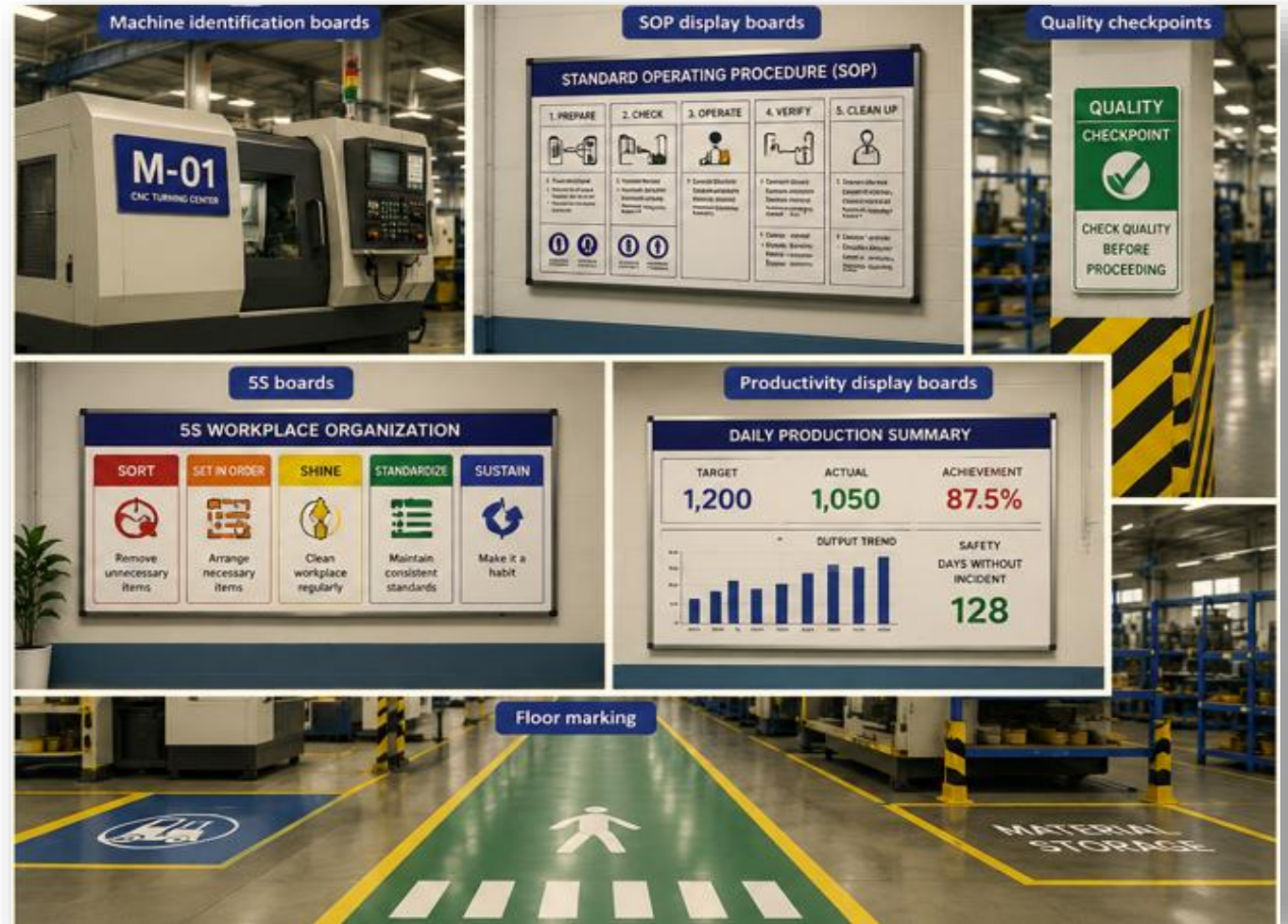
- Department direction boards
- Plant layout map
- Production area signage
- Emergency exit signs
- Parking and loading signage



- PPE mandatory boards
- Fire safety signage
- Hazard warning signs
- Machine safety instructions
- Emergency contact display
- Accident prevention posters

“
*Safety is not just a rule.
It is a culture.*”

- Machine identification boards
- SOP display boards
- Quality checkpoints
- 5S boards
- Productivity display boards
- Floor marking



- Quality policy board
- Defect awareness posters
- Do's and Don'ts boards
- Testing lab branding
- Kaizen / suggestion board

“ *Visible quality communication builds invisible discipline.* ”

- HR communication boards
- Training schedules
- Recognition wall
- Motivational posters
- Performance dashboards



- Building facade branding
- Large logo signage
- Boundary wall graphics
- Outdoor hoardings
- Night-visible signage



- Raw material zone signage
- Finished goods signage
- Dispatch area branding
- Forklift movement signs
- Packaging instructions



- Cabin name plates
- Meeting room branding
- Glass branding
- Company timeline wall
- Branded stationery



- Welcome signage
- Visitor route branding
- Certification displays
- Capability displays
- Corporate film screen

“

*A well-branded factory
builds confidence before
the meeting begins.*

- LED display screens
- Production dashboards
- Safety videos
- Digital notice boards
- QR-based information access



Brand Consistency Checklist

Logo Usage

Correct logo usage across all touchpoints

Brand Colours

Consistent brand colours throughout

Font Standards

Standard font usage across signage

Signage Style

Uniform signage style and finishing

Materials

Durable, weather-resistant materials

Material Selection

ACP Boards

Aluminium composite panels for durability

Acrylic Letters

Backlit or solid acrylic for branding

Vinyl Graphics

High-quality adhesive vinyl prints

Metal Signage

SS or powder-coated metal boards

Retro-reflective

Highly visible safety signs

Wall Murals

Large format wall graphics and murals

- Entrance and visitor route
- Safety-critical areas
- Production zones
- Warehouse areas
- Office and admin zones
- Existing signage condition



Common Mistakes to Avoid

- × **Too much text on signage**
- × **Poor visibility and placement**
- × **Weak colour contrast**
- × **Inconsistent branding**
- × **Low-quality materials**
- × **Poor installation finishing**

✓ Final Review Checklist

- ✓ Entrance branding completed
- ✓ Safety signage installed
- ✓ Production floor branding completed
- ✓ Warehouse signage completed
- ✓ Brand consistency checked
- ✓ Maintenance plan created

Conclusion

A well-branded factory improves visual identity, safety culture, communication, and customer trust.

***A factory is not just a workplace.
It is a live expression of your brand.***

Thank You

Ready to Transform Your Factory into a Branded Industrial Experience?

Explore our complete signage solutions:

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