



A GUIDE FOR BUSINESSES & STORES

The Branding, Signage & Printing Guide

How to get signage and branded collateral that look sharp, last outdoors and are installed safely — not faded, peeling and crooked in a year.

By ITIHAS Engineering Services

Certified EPC & Fit-Out authority · CEng · BEE · IGBC · ECBC · ISO 45001 *"Building Trust. Delivering Value."*

What our branding scope covers

Signage is your storefront's first impression and it lives outdoors, under sun and rain. Material grade, finishing and safe installation decide whether it still looks new next year. Our scope:

- **Signages & fascia**

Shopfronts, fascia, ACP branding, 3D letters and building signage.

- **Illuminated signage**

LED, backlit and glow signs wired safely and reliably.

- **Indoor & wayfinding**

Reception branding, wall graphics, directional and safety signage.

- **Printing solutions**

Flex, vinyl, standees, brochures and large-format printing.

- **Vehicle & event branding**

Fleet wraps, stalls and event branding.

- **Design & installation**

In-house design and safe, level, secure installation.

Designed, produced and installed — safely and to last.

Outdoor-grade materials and proper wiring, not the cheapest flex.

How quality signage is delivered

Good signage is a small project with real engineering: structure, electrical and weatherproofing all matter.

1**Brief & design**

Brand, size, location and a proof approved before production.

2**Material & itemised quote**

Outdoor-grade materials specified with a locked price.

3**Production**

Printing, fabrication and assembly to the approved proof.

4**Electrical prep**

Safe LED wiring and power provisioning for lit signage.

5**Installation**

Level, secure, weather-sealed fixing by a supervised team.

6**Check & warranty**

Finish, alignment and lighting checked; warranty provided.

6 signage mistakes to avoid

These are why signage fades, peels, or becomes a hazard.



Indoor-grade material outdoors

Cheap flex and vinyl fade and peel within a season.



Unsafe electrical work

Poorly wired lit signs are a fire and shock risk.



No proof approval

Skipping a proof leads to wrong colours, sizes and spelling.



Weak or crooked fixing

Bad mounting means sagging signs — and a safety hazard.



No weather sealing

Water ingress kills LEDs and stains the fascia.



Lowest quote, no warranty

No accountability when it fails a few months later.

Branding that still looks new.

Produced and installed by an accountable team.

Every ITIHAS project is personally overseen by a Managing Partner who holds the credentials most firms in this space simply don't. One firm. One accountable engineer. What we commit, we deliver.

- ✓ Chartered Engineer (CEng)
- ✓ BEE Certified Energy Auditor
- ✓ IGBC Accredited Professional
- ✓ ECBC Professional
- ✓ ISO 45001:2018 Certified
- ✓ NISM-CRISIL ESG Risk Analyst

Price locked upfront

A transparent, itemised BOQ before any work starts.

What we commit, we deliver

Approved scope & materials — zero substitutions.

Supervised every day

A dedicated engineer owns quality at every stage.

Committed handover

A milestone schedule and a handover date we keep.

Before you order signage

Ask any signage vendor these questions. The right partner answers all clearly.

- ☐ Are outdoor-grade materials specified for exterior signage?
- ☐ Will I approve a proof before production?
- ☐ Is the LED wiring done safely and to standard?
- ☐ How is the sign fixed, and is it weather-sealed?
- ☐ Who supervises installation and alignment?
- ☐ What warranty covers the material and lighting?
- ☐ Is the price itemised and locked?

Need signage or branding that lasts?

Get a free consultation, a design proof and an itemised quotation.

Call / WhatsApp +91 98499 08842

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