Custom Chain Store Signs

Section 1:	**Custom Chain Store Signs** **Make every chain store easier to see, recognize, and walk into.** DIKA SIGN® manufactures custom chain store signs and chain store signage systems for retail chains, restaurants, cafés, hotels, salons, and commercial brand stores. A chain store sign system covers exterior fascia signs, illuminated letters, logo signs, blade signs, flexible face light boxes, window signs, interior logo walls, advertising signs, and in-store display signage. We turn brand standards and shop drawings into installation-ready signage products with controlled color, durable finishes, clean lighting, site-specific mounting, and repeatable production for multi-store roll-outs. ## Applications Retail chains, restaurants, cafés, hotels, salons, supermarkets, convenience stores, shopping streets, commercial centers, and brand roll-out projects.

Key Advantages

Icon + **Brand Consistency Across Stores** Logo color, letter style, lighting, materials, and sign scale are controlled as one brand standard for multi-location roll-outs.	Icon + **Exterior-to-Interior Sign Coverage** From façade signs and illuminated letters to interior logo walls, advertising signs, and display signage, we support the complete store brand journey.	Icon + **Roll-Out Ready Production** Structure, wiring, mounting, labeling, packing, and repeatable fabrication are planned for batch production and smoother chain-store delivery.

Section 4: Chain Store Signage Challenges & DIKA SIGN® Solutions

Product Challenge 01	DIKA SIGN® Solution
Multi-Store Brand Inconsistency Chain store signs can lose brand consistency when different sites, façades, materials, and installers are not controlled under one signage standard. × Color, finish, or letter proportion varies between stores. × Exterior signs, window signs, and interior brand signs feel disconnected. × Different site conditions make the same brand look inconsistent.  	✓ Standardize Pantone / RAL colors, logo details, letter proportions, lighting effects, materials, and finishes. ✓ Confirm key finishes with samples or mock-ups when needed. ✓ Coordinate exterior and interior signs as one chain-store brand system. **Solution Value** ✓ More consistent brand expression across multiple stores. ✓ Cleaner storefront and in-store brand image. ✓ Lower rework risk during roll-out projects.
Product Challenge 02	**DIKA SIGN® Solution**
Weak Visibility & Customer Entry A store may be missed when the storefront sign is too small, too flat, poorly lit, or not supported by the right side-facing and interior brand signs. × Main storefront signs are hard to notice from roads or sidewalks. × Weak lighting reduces night recognition and walk-in attraction. × Indoor advertising signs or displays do not continue the brand journey after entry.  	✓ Combine fascia signs, illuminated letters, logo signs, blade signs, light boxes, window signs, and interior brand signs based on the customer journey. ✓ Optimize sign size, lighting direction, installation height, and viewing angle before production. ✓ Provide front-lit, backlit, halo-lit, edge-lit, flexible face, or non-illuminated options for different store needs. **Solution Value** ✓ Stronger street visibility. ✓ Better day-and-night brand recognition. ✓ Higher chance of attracting customers into the store.

Product Challenge 03	DIKA SIGN® Solution
Roll-Out, Outdoor & Installation Risk Chain-store signage must deal with weather exposure, different façade structures, electrical planning, packing, and repeated installation across multiple locations. × UV, rain, dust, and humidity may cause fading, corrosion, water ingress, or light decay. × Glass, stone, brick, metal panels, and mall storefronts require different fixing and wiring methods. × Poor labeling, packing, or pre-assembly can delay site installation and store opening. 	✓ Use outdoor-grade aluminum, stainless steel, acrylic / PC panels, flexible faces, LEDs, power supplies, and weather-resistant finishes. ✓ Plan mounting structure, sealing, drainage, wiring route, and maintenance access before production. ✓ Pre-assemble key parts, label wiring clearly, and pack by store, location, or installation sequence. **Solution Value** ✓ More stable outdoor performance. ✓ Faster on-site installation. ✓ Better support for opening dates and chain-store roll-outs.

Chain Store Sign Types, Function & Placement

Sign Type	Function & Placement	Business Value
Exterior Fascia Signs / Main Storefront Signs	Above the entrance, fascia area, or main exterior façade.	Builds the main storefront identity and street visibility.
Illuminated Letters / Logo Signs	Brand name, logo, or key lettering on exterior or interior brand areas.	Improves day-and-night recognition and brand memory.
Blade Signs / Projecting Signs	Side-facing signs near entrances or pedestrian streets.	Captures customers from both walking directions.
Flexible Face Light Boxes / Light Box Signs	Storefront façades, windows, entrance areas, menus, or promotional zones.	Delivers bright, clear, and cost-effective information display.
Window Signs / Promotional Graphics	Glass storefronts, windows, seasonal campaigns, or product promotion areas.	Adds flexible campaign visibility without changing the main sign system.
Interior Logo Walls / Brand Feature Walls	Reception backdrop, entrance interior, cashier area, or brand display wall.	Extends the brand experience from outside to inside.
In-Store Advertising & Display Signs	Interior advertising panels, product display zones, POP areas, or wayfinding points.	Supports in-store promotion, product display, and customer movement.

Section 6: Why Choose DIKA SIGN®

Icon + **Made Light · Built to Last** Lighter structures and durable finishes reduce installation effort and long-term maintenance costs. **Explore Materials & Finishes**	Icon + **Project-Ready Manufacturing** From engineering to packaging, every detail is built for smoother project delivery and repeatable store roll-outs. **See How We Deliver Projects**	Icon + **30 Years of Signage Expertise** Three decades of experience help reduce rework, risk, and production uncertainty. **About DIKA SIGN®**	Icon + **OEM / ODM Partner Only** We support sign companies and design firms without competing for your end clients. **Partner With DIKA SIGN®**

Section 7: FAQ

1. What chain store sign types does DIKA SIGN® manufacture?

We manufacture exterior fascia signs, illuminated letters, logo signs, blade signs, flexible face light boxes, window signs, interior logo walls, in-store advertising signs, display signage, and mixed-material custom signs for chain-store roll-outs.

2. Can the signs match our brand VI across multiple stores?

Yes. We can match Pantone / RAL colors, logo details, letter proportions, material finishes, and lighting effects based on brand standards, drawings, or approved samples.

3. Can DIKA SIGN® support both exterior signs and in-store display signage?

Yes. We support exterior storefront signs, window signs, interior logo walls, advertising panels, and display signs as one coordinated chain-store signage system.

4. Should chain store signs be illuminated?

For evening visibility, illuminated letters, light boxes, flexible face light boxes, or halo-lit logos are recommended. For premium daytime spaces, non-illuminated metal or acrylic signs can also work well.

5. Can the signs fit different site and façade conditions?

Yes. Mounting and wiring can be planned for glass, stone, brick, metal panels, mall storefronts, interior walls, and other site conditions.

6. Does DIKA SIGN® support roll-out production and installation-ready delivery?

Yes. We support structure, material selection, lighting layout, electrical planning, shop drawings, batch production, labeling, packing, and installation-ready fabrication for chain-store projects.

定制连锁店招牌

第 1 部分：	**定制连锁店招牌** **让每一家连锁门店更容易被看见、被识别，并吸引顾客进店。** DIKA SIGN® 为连锁零售、餐厅、咖啡馆、酒店、美容院及商业品牌门店制造定制连锁店招牌和连锁门店标识系统。一套连锁店招牌系统涵盖外部门头招牌、发光字、LOGO 标识、侧招、柔性灯箱、橱窗标识、室内 LOGO 墙、广告标识及店内陈列标识。 我们将品牌标准和施工图转化为可安装交付的标识产品，通过颜色控制、耐久表面处理、清晰照明、现场适配安装结构和可复制生产，支持多门店连锁落地。 **适用项目** 连锁零售、餐厅、咖啡馆、酒店、美容院、超市、便利店、商业街区、购物中心及品牌连锁开店项目。

核心优势

图标 + **多店品牌一致** LOGO 颜色、字体风格、灯光、材料和标识比例按统一品牌标准控制，适合多门店批量落地。	图标 + **从店外到店内的标识覆盖** 从外立面招牌、发光字到室内 LOGO 墙、广告标识和陈列标识，我们支持完整的门店品牌动线。	图标 + **适合连锁复制的批量生产** 结构、电气布线、安装、标签、包装和可复制制造按批量生产规划，让连锁门店交付更顺畅。

第 4 部分：连锁店招牌项目挑战与 DIKA SIGN® 解决方案

产品挑战 01 **多店品牌不统一** 当不同门店、不同立面、不同材料和不同安装方没有统一标识标准时，连锁店招牌容易失去品牌一致性。 × 不同门店之间的颜色、表面处理或字体比例存在偏差。 × 外部招牌、橱窗标识和室内品牌标识缺乏整体统一感。 × 不同现场条件导致同一品牌呈现效果不一致。  	**DIKA SIGN® 解决方案** ✓ 统一 Pantone / RAL 颜色、LOGO 细节、字体比例、灯光效果、材料和表面处理。 ✓ 必要时通过样品或模型确认关键表面效果。 ✓ 将外部与室内标识协调为一套连锁门店品牌系统。 **方案价值** ✓ 多家门店的品牌表达更统一。 ✓ 店面与店内品牌形象更清晰。 ✓ 降低连锁开店项目中的返工风险。
产品挑战 02 **可见度弱，进店吸引不足** 如果门店招牌过小、过平、照明不足，或缺少合适的侧向标识与室内品牌延续，顾客容易忽略门店。 × 主门头招牌从道路或人行道上不够醒目。 × 灯光表现弱，降低夜间识别度和进店吸引力。 × 店内广告标识或陈列展示没有延续顾客进店后的品牌体验。  	**DIKA SIGN® 解决方案** ✓ 根据顾客动线组合门头招牌、发光字、LOGO 标识、侧招、灯箱、橱窗标识和室内品牌标识。 ✓ 生产前优化标识尺寸、灯光方向、安装高度和观看角度。 ✓ 根据不同门店需求提供正面发光、背发光、轮廓光、侧发光、柔性灯箱面或非发光方案。 **方案价值** ✓ 更强的街道可见度。 ✓ 更好的昼夜品牌识别度。 ✓ 提高吸引顾客进店的机会。

产品挑战 03	DIKA SIGN® 解决方案
连锁落地、户外耐候与安装风险 连锁店招牌需要面对户外环境、不同立面结构、电气规划、包装和多门店重复安装等问题。 × 紫外线、雨水、灰尘和湿度可能导致褪色、腐蚀、进水或光衰。 × 玻璃、石材、砖墙、金属板和商场店面需要不同的固定与布线方式。 × 标签、包装或预装配不到位，可能延误现场安装和门店开业。 	✓ 使用户外级铝材、不锈钢、亚克力 / PC 板、柔性面材、LED、电源和耐候表面处理。 ✓ 生产前规划安装结构、密封、排水、电气走线和维护检修方式。 ✓ 关键部件预装配，线路清晰标注，并按门店、位置或安装顺序包装。 **方案价值** ✓ 户外使用表现更稳定。 ✓ 现场安装更高效。 ✓ 更好支持开业时间和连锁门店批量落地。

连锁店招牌类型、功能与安装位置

标识类型	功能与安装位置	商业价值
外部门头招牌 / 主店面招牌	安装于入口上方、门楣区域或主外立面。	建立门店主形象，提升街道可见度。
发光字 / LOGO 标识	用于室外或室内品牌区域的品牌名称、LOGO 或核心文字。	提升昼夜识别度，强化品牌记忆。
侧招 / 凸出式标识	设置于入口附近或步行街区域的侧向标识。	从两个步行方向吸引顾客注意。
柔性灯箱 / 灯箱招牌	用于店面外立面、橱窗、入口、菜单或促销区域。	提供明亮、清晰、成本可控的信息展示。
橱窗标识 / 促销图文	用于玻璃门店、橱窗、季节活动或产品促销区域。	无需改变主招牌系统，即可增加灵活的活动展示。
室内 LOGO 墙 / 品牌形象墙	用于接待背景、入口内侧、收银区或品牌展示墙。	将品牌体验从店外延伸到店内。
店内广告与陈列标识	用于店内广告板、产品陈列区、POP 区域或导向点位。	支持店内促销、产品展示和顾客动线引导。

第 6 部分：为什么选择 DIKA SIGN®？

图标 + **轻量制造 · 持久耐用** 更轻的结构和耐久的表面处理可降低安装难度和长期维护成本。 **了解材料与表面处理**	图标 + **面向项目交付的制造能力** 从工程深化到包装，每个细节都服务于更顺畅的项目交付和可复制的门店落地。 **了解我们如何交付项目**	图标 + **30 年标识行业经验** 三十年行业经验帮助减少返工、风险和生产不确定性。 **关于 DIKA SIGN®**	图标 + **只服务 OEM / ODM 合作伙伴** 我们支持标识公司和设计公司，不与您的终端客户竞争。 **与 DIKA SIGN® 合作**

第 7 部分：常见问题解答

1. DIKA SIGN® 生产哪些连锁店招牌类型？

我们为连锁门店批量落地生产外部门头招牌、发光字、LOGO 标识、侧招、柔性灯箱、橱窗标识、室内 LOGO 墙、店内广告标识、陈列标识及混合材料定制标识。

2. 标识能否在多家门店中匹配我们的品牌 VI？

可以。我们可根据品牌标准、图纸或确认样品，匹配 Pantone / RAL 颜色、LOGO 细节、字体比例、材料表面和灯光效果。

3. DIKA SIGN® 是否同时支持外部招牌和店内陈列标识？

可以。我们将外部门店招牌、橱窗标识、室内 LOGO 墙、广告板和陈列标识作为一套协调统一的连锁门店标识系统来支持。

4. 连锁店招牌是否需要照明？

为了提升夜间可见度，建议使用发光字、灯箱、柔性灯箱或背发光 LOGO。对于高端日间空间，非发光金属或亚克力标识也能呈现良好效果。

5. 标识能否适应不同现场和外立面条件？

可以。安装和布线方案可针对玻璃、石材、砖墙、金属板、商场门店、室内墙面及其他现场条件进行规划。

6. DIKA SIGN® 是否支持连锁批量生产和安装就绪交付？

可以。我们支持连锁门店项目的结构深化、材料选择、灯光布局、电气规划、施工图、批量生产、标签标注、包装和安装就绪制造。