



Complete Signs

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Princess Alice Hospice Charity Shop Signage Project

Princess Alice Hospice Charity provides end of life care to adult patients, support for their families and friends free of charge, with over 30 shops across Surrey, South West London and Middlesex; engaged Complete Signs in September'11 to survey the entire estate and establish a refurbishment program from shop front to front counter.

The Complete Signs Solution

In less than seven days Complete Signs surveyed 34 Princess Alice Hospice's retail shops and delivered a comprehensive design brief including a generous discount donation reflecting the charitable status. The brief addressed a complete shops refurbishment and provided Princess Alice with a Brand

Identity Guide achieving consistency across all retail outlets. A key requirement was to maintain the exact background colour on all powder coated metal as this was an essential element in the original shop design.

By late November'11 the pilot shop achieved a contemporary look & feel, proving concept giving way to the full refurbishment program.

Implementation process included:

- Recycling old signs to help save costs & reducing carbon footprint wherever possible
- External fascia signs "makeover" using existing signs panels removing old graphics & "wrapping" with digital print graphics
- Supply & install temporary banner signs while works carried out – ensuring 'business as usual'
- Replacing old wooden fascia sign boards, plastering & painting exterior walls, window frames, doors, soffits & interior walls
- Removal of Projection signs, not required, render & paint restoring wall area
- Complete refurbishment of front counter areas, supplying aluminium fabricated trays sections, powder coated & supplied with vinyl graphic decals to corporate design



- Window graphic decals removed & replaced throughout
- New wire window signage displays installed
- Design and installation of branded aluminium statement notice boards
- Ethical disposal of all waste

The Result: Bringing Charity Shops into the 21st Century!



Before



After

Princess Alice Hospice required an efficient and low cost solution to update their brand and customer engagement elements delivering a charitable retail experience worthy of the 21st Century.

Complete Signs delivered the project, under budget on schedule!

Furthermore, Complete Signs flexible team worked around shop teams without disruption resulting in a very subtle, complete facelift inside and out.

What The Client Said...

'Complete Signs team took all our requirements into consideration and came up with the ideal solution. We are very satisfied with the end result. The whole job came within budget with no surprises or unanticipated costs.'

David Prest,
Retail Director, Princess Alice Hospice

Complete Signs Charitable & Full Services

At Complete Signs we understand how charities work and specialise in achieving maximum results for minimal investment.

Princess Alice Hospice is one example of how we like to help. We offer one of the largest signage solutions in the UK in addition to our comprehensive refurbishment services; Please contact us for further information & to find out about our **10% Charity discount**.