

SIGNAGE & CLADDING

visu^aldirect



SIGNAGE | CLADDING | ALUMINIUM SYSTEMS

www.visualdirect.co.za
sales1@visualdirect.co.za

COMPANY PROFILE 2021

table of CONTENT

1

ABOUT US

2

SIGNAGE
PRODUCTS AND SERVICES

3

RECENT PROJECTS
ACORNHOEK MALL & BLUEBERRY

4

RECENT PROJECTS
THE DROPOUT & SEPTIMO 7

5

RECENT PROJECTS
CULLINAN JEWEL & ALEX MALL

6

RECENT PROJECTS
JEMSTECH & GIFT ACRES

About us

Visual Direct specialises in delivering professional signage, fabrication and large format digital printing to the construction, architectural and corporate business industries nationwide. Visual Direct was established in 2009 and is based in Centurion, Gauteng.

Visual Direct specialises in manufacture, supply and installation of illuminated signs, 3D signs, fabricated signs, cladding, sandblast vinyl application, informational signs, vehicle branding, banners and billboards, wall papers, CNC cutting and routing and large format digital printing.



With our superior quality and workmanship, Visual Direct will never disappoint. Our proven track record speaks for itself. Having worked with major national and international brands and companies, we only provide the best.



04 **3D LETTERS**

Three dimensional signage (sometimes called 3D dimensional signs) adds an element of depth to a flat sign's height and width. The shape, shadows and shading of 3D letters, logos and graphics catch the eye like no two dimensional sign can.

01 **PYLONS**

A freestanding sign in excess of eight feet in height that is de-tatched from a building and is supported by one or more structural element(s) which are architecturally similar to the design of the sign.

05 **CHANNEL LETTERS**

Channel letters are custom made metal or plastic letters commonly used in exterior signage on public and commercial buildings, and often internally illuminated. Unlike three dimensional letters that are applied to sign panels or monuments are usually referred to as dimensional letters.

02 **BILLBOARDS**

A billboard is a large advertising structure, typically found in high-traffic areas such as alongside busy roads. Billboards present large advertisements to passing pedestrians and drivers.

06 **LED ILLUMINATION**

LED lit signs last longer. LEDs have a longer life span compared to neon and fluorescent lighting. In fact they last 25 times longer than incandescent lights and offer thousands of more hours of display time over neon. LEDs also do not risk leakage of gasses, which means the lights don't go dim like neon lights can

03 **WAYFINDING**

Way finding signage is concerned with helping to direct you from point to point, or confirming your progress along a route. Way finding signage in other words, is not advertising signage or informational signage such as trains arrival timetable.

PROJECTS

ACORNHOEK MALL



Blueberry Square



PROJECTS

THE DROPOUT



SEPTIMO 7



PROJECTS

CULLINAN JEWEL



ALEX MALL



PROJECTS

JEMSTECH



GIFT ACRES

