



# Venue Signage

Design & print guide





# Welcome.

For your Mr Yum rollout to be successful, customers need to know about it and understand the key benefits. We know that when customers use it once, they love it and continue using it again, and again, while spending significantly more with you!

We've learnt what works and what doesn't when it comes to signage and messaging. This guide includes the tried and tested collateral and language that we know works best!



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## Section 01

Mr Yum Signage Options  
& Printing Partner

## Section 02\_

Design Your Own Signage Option

# Table stickers.

We recommend two types of table signage, depending on the location of your tables:

- **Matt vinyl stickers** for indoor tables
- **3mm thick PVC disks** for outdoor tables. Supplied with industrial double-sided tape.

We partner with **The Abel Collective** to give you access to very competitive prices for both signage options.

Feel free to get in touch with Matt at [matt@theabelcollective.com](mailto:matt@theabelcollective.com) to get a custom quote.



**Outdoor PVC disks**  
The Abel Collective pricing:

Qty	3mm Thick PVC disks with adhesive
25	\$164.50
50	\$226.00
75	\$280.50
100	\$335.00
200	\$585.00
300	\$782.00



**Vinyl stickers**  
The Abel Collective pricing:

Qty	Vinyl sticker
25	\$79.00
50	\$94.00
75	\$109.00
100	\$118.00
200	\$208.00
300	\$297.00
400	\$376.00
500	\$452.00

\* Please note all prices are Ex GST and include delivery

# Table signs.

You can order A6 size acrylic stands with your choice of base with our preferred supplier, [Display Me](http://Display Me) who have different options you can purchase.

[displayme.com.au](http://displayme.com.au)

1. Light wood base
2. Dark wood base
3. Metal base
4. Stone base
5. Clear acrylic base



## A3 Posters.

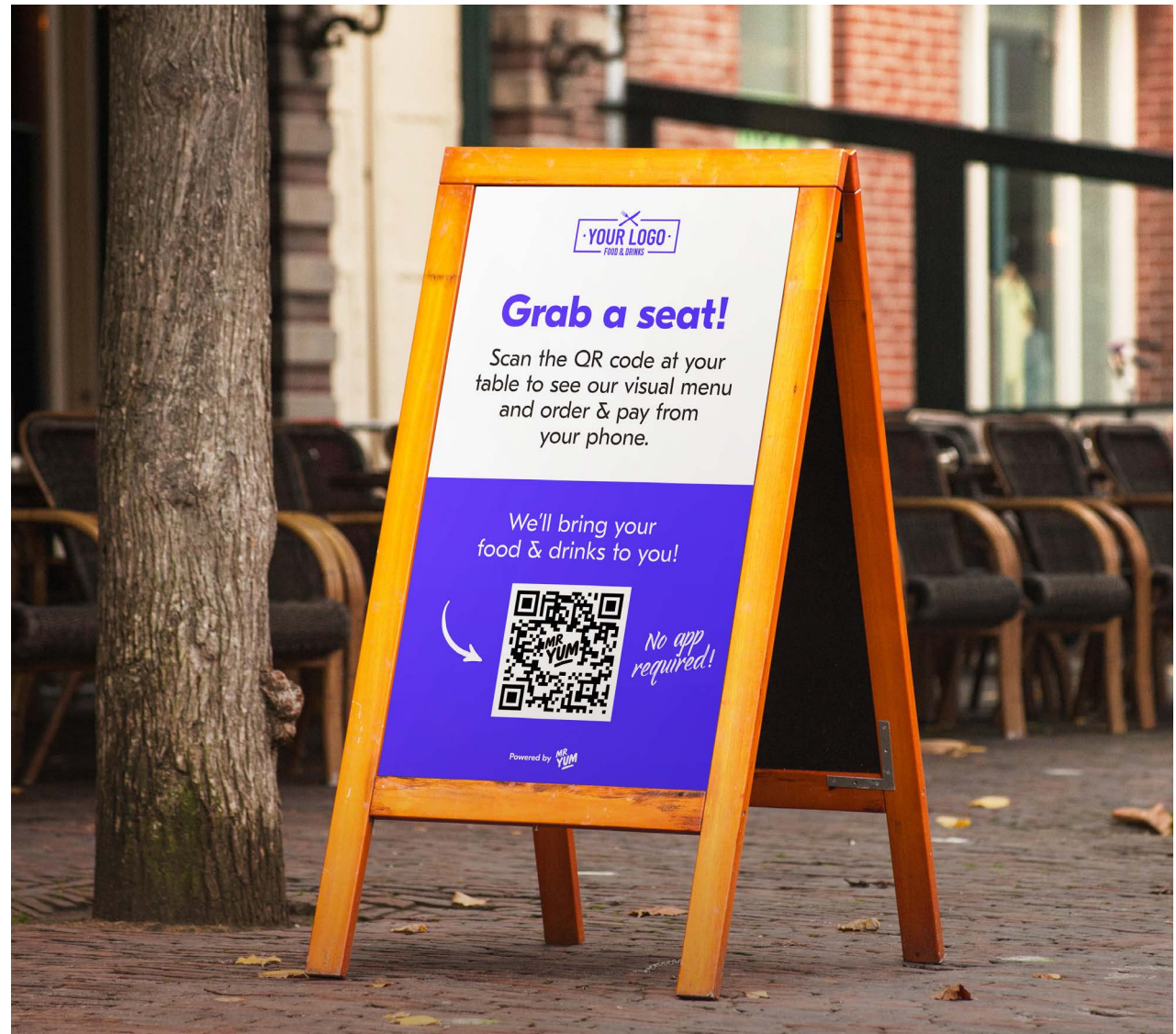
Posters work well around the venue, at the front door, at the bar, in the bathrooms above the hand dryers where people stand and look at the wall while they dry their hands and on the back of the cubicle doors.





# A-frames.

Create your own venue entrance A-frame signage or contact [hospo@mryum.com](mailto:hospo@mryum.com) to request our designer create the file to your specifications.



# You can opt to design your own signage.

Send this guide to your designer for the tried and tested text to use on your signage.



## Mr Yum templates

[Click here to download our Adobe Illustrator templates.](#)

# The tried and tested wording to use.

Here are proven examples of the best wording for all pieces of collateral. Each venue will have a unique URL and QR code.

If you decide to use your own designer to produce the collateral, please ask them to follow these guidelines.

Please email [kerry@mryum.com](mailto:kerry@mryum.com) before going to print to ensure there are no errors and that the messaging has been optimised for maximum impact.

## 1 For menus & collateral at the table:

**Order & pay here.**

Scan the QR code with your phone camera or visit [mryum.com/venue](https://mryum.com/venue)  
No app required.

## 2 For posters & signage around the venue - not on tables:

**Order & pay on your phone, we'll bring it to your table.**

Scan the QR code with your phone camera or visit [mryum.com/venue](https://mryum.com/venue)  
No app required.

## 3 For menus & collateral at the door:

**Grab a seat! Order & pay on your phone, we'll bring it to you.**

Scan the QR code with your phone camera or visit [mryum.com/venue](https://mryum.com/venue)  
No app required.



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YUM