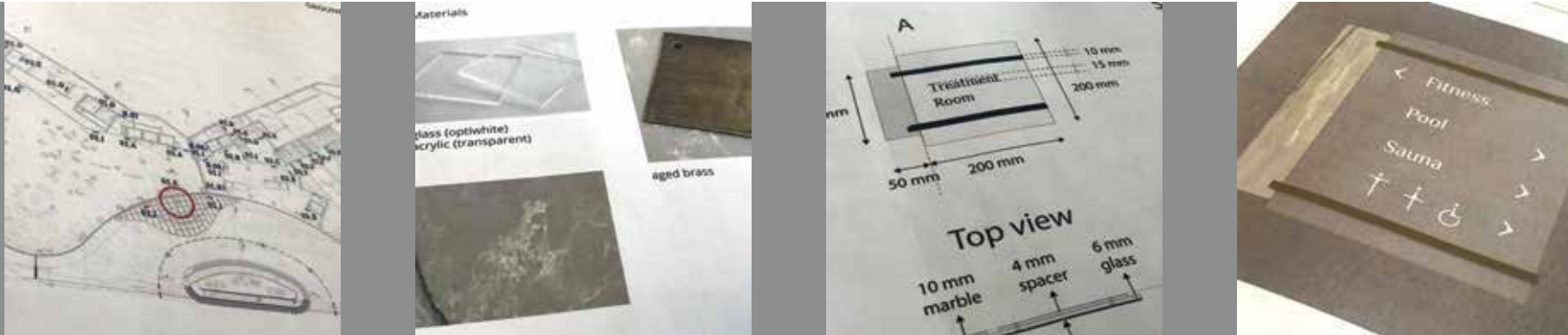




OZNAKA SIGNAGE & WAYFINDING

THE IMPORTANCE OF HOSPITALITY SIGNAGE PLANNING FOR YOUR GUESTS



Signage Planning in Hospitality is one of the most significant stages for high-quality end results. During the process of Signage Planning, we collaborate closely with the Hoteliers as well as the Architects & the Interior Designers.

This is how we get the most competent information which combined with our expertise completes our projects. Signage projects that will give to your property its maximum functionality, and will guarantee high satisfaction levels of your guests.

SIRO - PORTO MONTENEGRO

OZNAKA Team were quick, courteous and very helpfull while we did Signage design for Mock up corridor of Boka Place project. They helped me redesign the numbering concept in time. I was worried it wouldn't be produce in time for Mock up review, but they finished the job quickly. At same time they are accommodating to our budget. I would definitely recommend them to our Designers on coming projects.

DRAGANA PARAPID
Design and Procurement Manager

PORTO MONTENEGRO



TESTIMONIALS

FOUR POINTS by SHERATON

I've been involved with Oznaka d.o.o. in four different hotel investments over at least the last 15 years, and I consider them to be the ultimate partner for superb design, and implementation of signage and wayfinding systems.

In general, investors and hoteliers are mainly insufficiently aware of the real importance of good quality signage, which stands directly in line with the management of multiple guest flows in buildings and hotels. With their wide expertise and experience, they'll focus on all necessary signage solutions already from the design phase, and therefore solve this important issue for investors and hoteliers before the first guests start to get lost in their hallways and lobbies. The company Oznaka professionally adapts its signage to the requirements of in-house brand-ing, and overall graphic design of its client. In my experience, Oznaka has effortlessly carried out all assignments way within the agreed deadlines and price frameworks, as agreed beforehand. So therefore I warmly recommend working with them!

Aleksander Valentin, GM
Four Points by Sheraton
Hotel Mons d.o.o.



Reference for Oznaka d.o.o.
Signage Services at the AC Hotel by Marriott Split

To whom it may concern,

I am writing this letter to highly recommend Oznaka d.o.o. for their outstanding signage services provided at the AC Hotel by Marriott Split. Our experience working with Oznaka d.o.o. was nothing short of exceptional, and we are extremely pleased with the results they delivered.

Oznaka d.o.o. was entrusted with the task of creating and installing various signage elements at our hotel, which included exterior signs, directional signage, room plaques, and more. From the outset, their professionalism and dedication to excellence were evident. Their team displayed a profound understanding of our vision and branding requirements, and they worked diligently to bring it to life.

The quality of work delivered by Oznaka d.o.o. was outstanding. The signage they produced not only met but exceeded our expectations in terms of aesthetics, durability, and functionality. The attention to detail in their work was impeccable, and their commitment to ensuring that every sign was perfect was truly commendable.

Moreover, Oznaka d.o.o. demonstrated great flexibility in accommodating our specific needs and timelines. They executed the project efficiently and within the agreed-upon timeframe, without compromising on the quality of their work. Their ability to adapt to changes and challenges along the way showcased their professionalism and dedication to customer satisfaction.

Throughout our collaboration with Oznaka d.o.o., their team was consistently responsive, communicative, and proactive. They maintained open lines of communication, provided regular updates on the progress of the project, and were always available to address any questions or concerns. This level of customer service greatly contributed to the smooth and successful execution of the signage project.

In conclusion, we have no hesitation in recommending Oznaka d.o.o. for any signage-related projects. Their expertise, craftsmanship, attention to detail, and commitment to excellence make them a top choice for any organization seeking high-quality signage solutions. Oznaka d.o.o. played an integral role in enhancing the overall aesthetics and functionality of our hotel, and we are extremely grateful for their contribution.

Sincerely,

Ozren Kovačević
Sales and Marketing Director



Zagreb, October

Dear all,

Just wanted to say thank you, to Oznaka team for all their effort over the last few months getting signage ready for our renovated hotel. Always on time and with solution to any problem.

Really pleased with how everything has turned out.

Sincerely,

Natalia Piškurić
Hotel Manager

I wanted to take a moment to express my sincere thanks to Oznaka d.o.o. and Aleksander Gosnak for the incredible signage work they did for our lovely AC Hotel Split.

Their craftsmanship and attention to detail have truly made a significant impact. They understood our vision and delivered signage that perfectly captures our brand essence while enhancing the overall aesthetics of our property.

Thank you Oznaka d.o.o. !

Dunja Starčević
Alpha Hotel Management

TESTIMONIALS



12. December 2023

Mr. Aleksander Gosnak
Chief Executive Officer
OZNAKA d.o.o.
Kolicevo 46,
SI-1230 Domzale
Slovenia

Dear Aleksander,

now that the Paragraph Freedom Square, a Luxury Collection Hotel, Tbilisi has successfully opened I do not want to miss to thank your team and you for the excellent preparation and execution of the signage package for the entire hotel.

It has been a pleasure to work with you and I certainly will recommend your company to any of my colleagues who are looking to open a hotel in the future.

All the very best for 2024 – I remain with the Compliments of the Season,

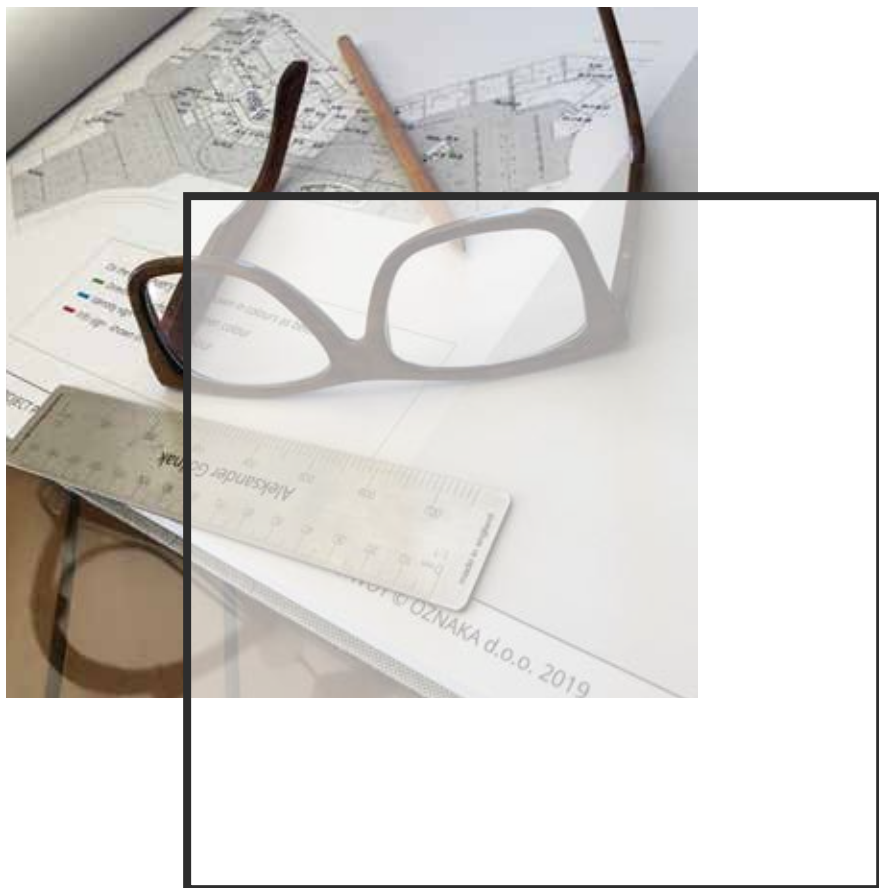
Yours sincerely

A handwritten signature in black ink, appearing to read 'J. Thomas C. van Opstal'.

J. Thomas C. van Opstal
General Manager

T: +995 032 2 44 88 88 | E: info@paragraphhotels.com
Paragraph Freedom Square, a Luxury Collection Hotel, Tbilisi

TESTIMONIALS



SIGNAGE AND WAYFINDING

PLANNING PROJECTS

CONCEPT DESIGN

PRODUCTION

INSTALATION

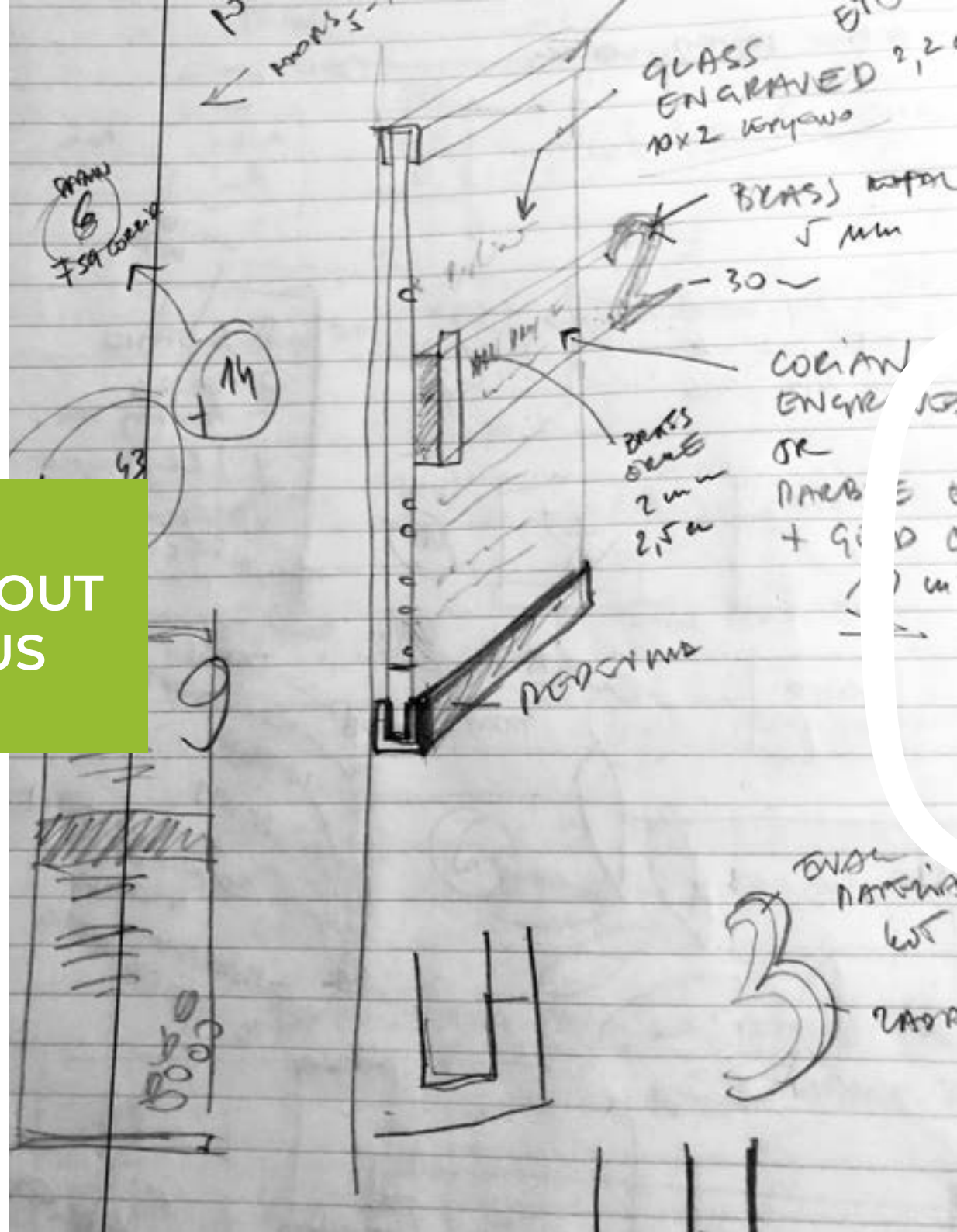
GRAPHIC DESIGN

Due to our many years of experience, we can offer you a comprehensive signage solution of places, buildings and your company's visual image.

Our advantage is creative and open thinking, awareness of important issues and problems in signage and lastly, the possibility to create a product in our company from scratch to finish.

This allows us to offer reasonably-priced solutions to our clients.

ABOUT US





People Behind Our Success Story.

We are a team who appreciates new and intelligent solutions in the field of signage. We strive for innovation and creativity. We work with qualified, reliable and trustworthy business partners.



Aleksander Gošnak

CEO, Company Co-owner

My technical experience and knowledge give the company a tremendous advantage on the market. Together with Tanja's creativity, we can create effective signage for even the most demanding projects. Additionally, my long time experience in the field of marketing and sales is a valuable advantage as well.

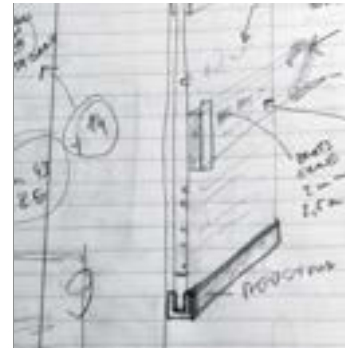
Tanja Štrukelj

Visual Communication Designer
Company Co-owner

I have been admiring my father's creative work since childhood. Later, I have started gaining experience in the world of signage and design under his company's tutelage, the first one and the only one specialized in this field of work in Slovenia. After successfully finishing Visual Communications Studies, Aleksander and me created our own company, so we could focus on creating new stories in signage and design of creative signs.



FROM START ...



Idea

We have an in-house graphic design team, so we can instantly recommend the most effective signage solutions, in order for you to reach the greatest possible effect.



Planning

Signage planning is essential for your signage tender and for the signmakers manufacturing your signage. Our signage projects are a guarantee for a successful signage system in your building and a great guest experience overall.



Production

We can produce signage after our graphic designer or customer provided graphic design. We make everything from small signs to large open air totems. We take care of the whole production process inside the company.



Installation

We have qualified installers and make sure that all the signs fit in with the environment. We are very thorough in our work and always adhere to the deadline.

... TO FINISH

I N C R E A S E

O V E R A L L

V I S I T O R

E X P E R I E N C E

Paragraph Freedom Square, a Luxury Collection Hotel, Tbilisi, Georgia

LABELING SPACES
THE ART OF STYLISH SIGNAGE



Signage planning

Signage planning is essential for your signage tender, so you can receive accurate quotes. It is also crucial for signmakers of your choice when producing your signage.

Our signage projects are a guarantee for a successful signage system in your building and a great visitor experience overall.



AC Hotel by Marriott, Split, Croatia

WHY IS SIGNAGE PLANNING SO IMPORTANT ?



SIGNAGE / Location

LEVEL 1
Signage by type

Hotel

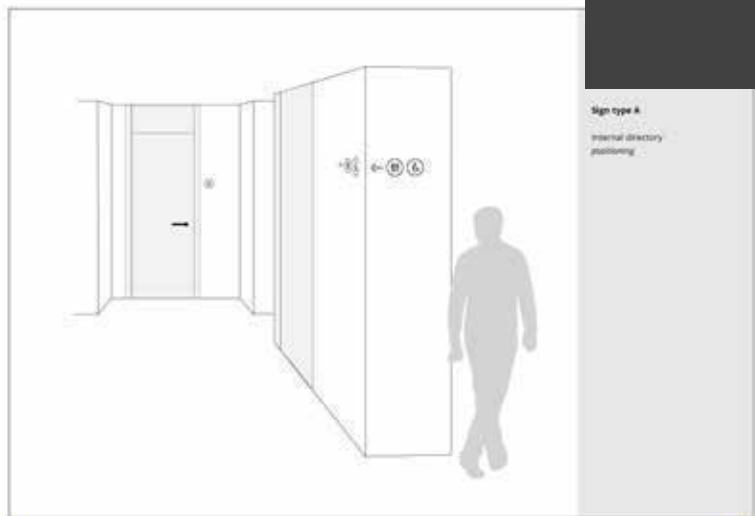
REFERENCE	MOUNTING	HEIGHT	THICKNESS	QUANTITY	TEXT
RS.A.01	wall	60	5	5	• Ticketing programme
RS.B.01	wall	60	5	5	• 7th-7th
RS.B.02	wall	40	5	5	• RoofTop Bar
RS.B.03	wall	60	5	5	• 7th-7th
RS.B.04	wall	60	5	5	• RoofTop Bar
RS.B.05	wall	60	5	5	• 7th-7th
RS.B.06	wall	60	5	5	• 7th-7th
RS.C.01	wall	240	5	5	• 7th-7th
RS.C.02	wall	240	5	5	• 7th-7th
RS.C.03	wall	1150	15	5	• 7th-7th
RS.C.04	wall	1150	15	5	• 7th-7th
RS.D.01	door	120	5	5	• 7th-7th
RS.D.02	door	120	5	5	• 7th-7th
RS.F.01	wall	120	5	5	• 7th-7th
RS.F.02	wall	120	5	5	• 7th-7th
RS.F.03	wall	120	5	5	• 7th-7th
RS.G.01.06	door	50	5	5	• 7th-7th

SIGNAGE / Location

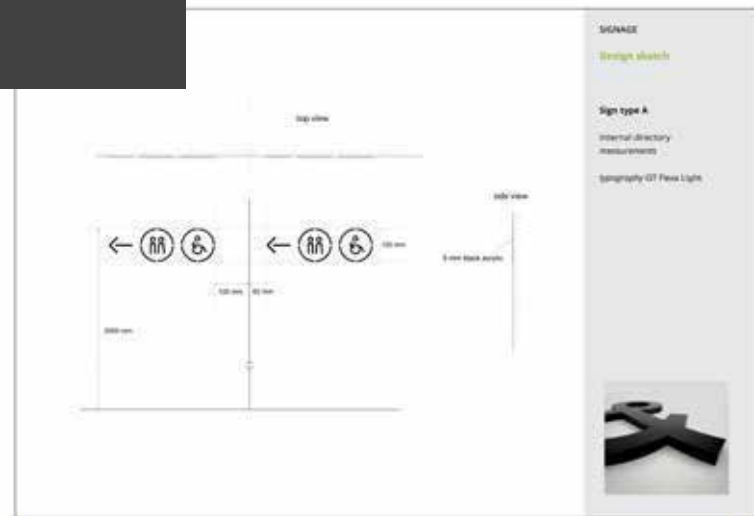
LEVEL 1
Specifications by sign type

Hotel / RoofTop Bar

SIGNAGE PLANNING



Sign type A
Internal directory
positioning



SIGNAGE
Design sketch

Sign type A
Internal directory
measurements
topography of Fava Laga

BE(COME) VISIBLE

Labeling Spaces.
Simplifying Lives.



SIGNAGE INSPIRED BY INTERIORS



SIGNAGE / Location

GROUND FLOOR

- R Reception
- L Lobby
- S Speciality Restaurant
- B B&B and MBP

REFERENCE	MOUNTING	DIMENSION	QUANTITY	TEXT
L01A	Wall	400x1000mm	2	10 Rooms 7001 - 7011, Bull Top Bar, SPA 9 Rooms 604 - 608, Sky bar, SPA, Espresso Library 8 Rooms 801 - 820, Outdoor Swimming Pool 7 Rooms 301 - 340 6 Rooms 021 - 040 5 Rooms 501 - 540 4 Rooms 401 - 440 3 Office 2 Rooms 201 - 206, All Day Restaurant 1 Congress Center, Grand Ball Room, Ball Room 1, Ball Room 2 M Cable Car Station, Shopping Center
L01B	Wall	400x1000mm	2	6 Reception, Speciality Restaurant
L02B	Wall	400x1000mm	1	7 Unconfering Congress Center, Ball Room 1, Ball Room 2
L01B	Wall	info	1	3 Office
L04B	Wall	400x1000mm	4	2 Rooms 201 - 206, All Day Restaurant Congress Center, Grand Ball Room, Ball Room 1, Ball Room 2
L05B	Wall	info	1	6 Reception, Speciality Restaurant
L06B	Wall	400x1000mm	4	10 SPA 3 SPA
L07B	Wall	info	1	4 Parking
L08C	Wall	200x200mm	1	Speciality Restaurant
L09C	Wall	200x200mm	1	Coffee
L10D	Wall	10x400mm	1	Bank
L11D	Wall	10x400mm	1	6 (ground floor)
L12F	Wall	200x200mm	1	Stairs partitions
L13F	Wall	200x200mm	1	F & B, Toilet
L14F	Wall	100x100mm	1	F
L15F	Wall	100x100mm	1	F
L16F	Wall	100x100mm	2	F

www.dzuma.pl

SIGNAGE PROJECT PARAGRAPH TRUSI, THE LUXURY COLLECTION, MARRIOTT BONVOY © DZUMA & S.A. 2019

SIGNAGE / Location, see columns

GROUND FLOOR

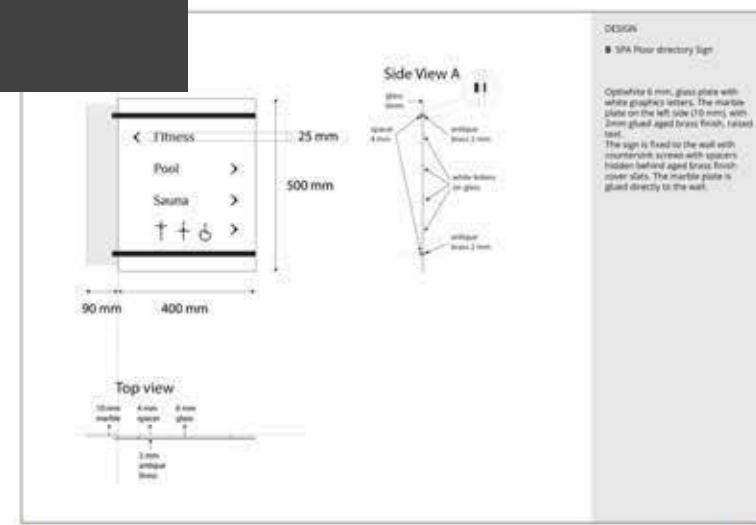
- R Reception
- L Lobby
- S Speciality Restaurant
- B B&B and MBP

SIGNAGE PLANNING



white graphics letters. The marble plate on the left side (10 mm), with 2mm glued aged brass finish, raised text.

The sign is fixed to the wall with counter-sunk screws with spacers hidden behind aged brass finish cover caps. The marble plate is glued directly to the wall.



DESIGN

- SPA Floor directory sign

Optimize 6 mm, glass plate with white graphics letters. The marble plate on the left side (10 mm), with 2mm glued aged brass finish, raised text.

The sign is fixed to the wall with counter-sunk screws with spacers hidden behind aged brass finish cover caps. The marble plate is glued directly to the wall.

IMPORTANCE OF HOSPITALITY SIGNAGE



Delivering the best guest experiences in hospitality is the key factor. It is a well known fact that accessible signage and way-finding systems will help to create the best possible guest experience overall.

Radisson Blu Plaza Hotel, Ljubljana, Slovenia

**Labeling Spaces.
Simplifying Lives.**

Due to our long time experience,
we can offer you a comprehensive
solution in signage of places and
buildings and your company's visual
image.



SIGNAGE INSPIRED BY BRAND AND INTERIOR

OUR SERVICES

We can make your signage project from start to finish or from A to Z, as you please. Yes we can make it all. From initial idea, signage planning, design, production and final installation. Our advantage is creative and open thinking, awareness of important issues and problems in signage and lastly, the possibility to create a product in our company from scratch to finish. This allows us to offer reasonably-priced solutions to our clients.





Cargo Partner, Slovenia

LABELING SPACES
THE ART OF STYLISH SIGNAGE

cargo-partner

Four Points by Sheraton Marriott, Ljubljana, Slovenia

**Labeling Spaces.
Simplifying Lives.**

How can signage be visible, legible and simple at the same time while still catch just enough attention and going hand in hand with the basic interior design ideas?

It is a difficult task to achieve, but with our 25+ years of experience in signage you can trust us to make it happen.



SIGNAGE BY BRAND



SIGNAGE
INTERIOR - EXTERIOR



**(DO) YOUR
SIGNS
STAND OUT?**





Bringing Interiors To Life

Signage and wayfinding
can help your business grow,
if effective.

We can help you with it.

IN ORDER TO ARRIVE YOU MUST FOLLOW THE SIGNS

(Paolo Coelho)



Personal approach

Our signs are mostly custom made. This way, we can satisfy our client's wishes in aesthetics, location and functionality, while also tailoring the signs to your company's visual image. We focus on your demands as well as considering all the rules which make signage serve its purpose.



From idea to realization

We help you devise the signage for your building or space from the start. Let us know your ideas and suggestions and tell us what you need. We make an inventory of all required signs, produce graphic samples, which we later use to produce actual signs and install them into a certain space, according to your demands.



Quality materials

We use modern materials of the highest quality. In the past few years, we've often been using glass, aluminium and stainless steel, as well as foil applied directly to the final surface.



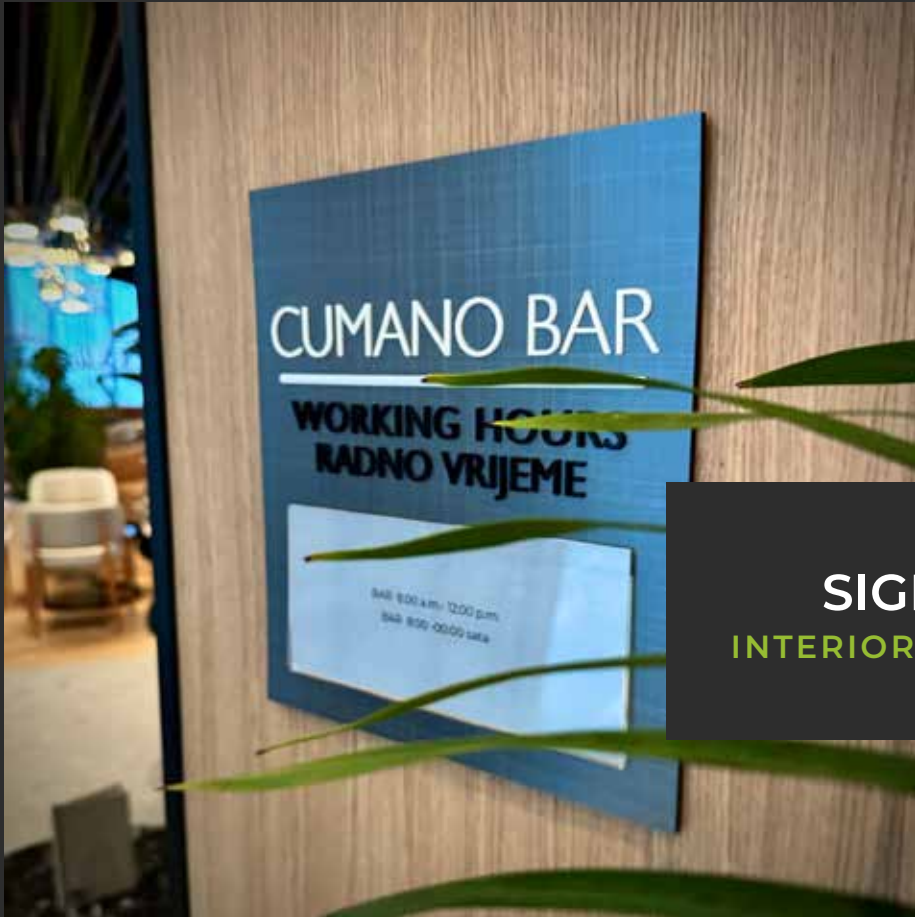
SIGNAGE

INTERIOR - EXTERIOR



SIGNAGE
INTERIOR - EXTERIOR





SIGNAGE
INTERIOR - EXTERIOR





SIGNAGE

INTERIOR - EXTERIOR





SIGNAGE
INTERIOR - EXTERIOR



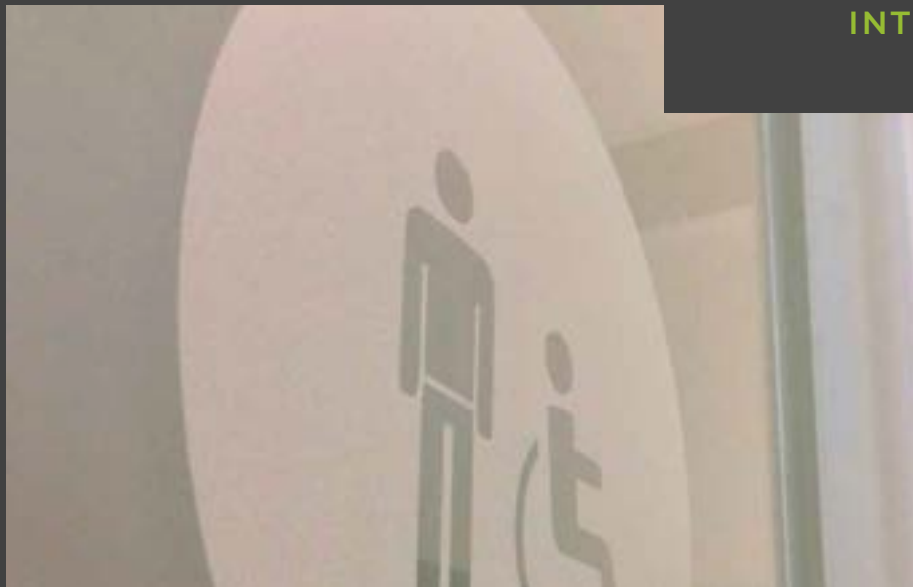


SIGNAGE
INTERIOR - EXTERIOR





SIGNAGE
INTERIOR



1 Creativity Guaranteed

Creativity is allowing yourself to make mistakes.

Design in knowing which ones to keep.

2 Unlimited Design





Creative Design

Every great design begins with an even better story.
(Lorinda Mamo)

Elegant Spaces

Everything you can imagine is real.
(Pablo Picasso)



Interior



Design



Components

WHERE SIGNAGE TAKE SHAPE



SIGNAGE
INTERIOR - EXTERIOR





Style Your Space

A signage planning project is essential content for your signage tender, and will serve as an input for manufacturing, by sign makers who'll create the actual signs. Our signage planning projects are a guarantee for a successful way-finding system in your building and a great guest experience overall.





Confidence Begins at good signage

We offer high quality signage and way-finding planning projects, enhanced with our 25+ years experience in signage.

**ENHANCE
YOUR
SPACE**

Hospitality tip 1

Highlight your property with best hotel signage ideas and increase overall guest experience.

Hospitality tip 2

Efficient signage helps guests to orient themselves at your hotel.



SIGNAGE DESIGN WITH THE CUSTOMER IN MIND

Love Where You Are

More than two-thirds of your potential customers believe that your external and internal overall image is reflective of your services quality. Signage is a big part of it.





Great hotel signage shall either fit entirely with the rest of the hotel interior or stand as a statement piece on its own.

- Paragraph The Luxury Collection by Marriott, Tbilisi, Georgia
- AC Hotel by Marriott - Split, Croatia
- Siro Hotel PortoMontenegro, Montenegro
- Residences by Siro PortoMontenegro
- Four Points by Sheraton Marriott - Ljubljana
- Hotel International - Zagreb, Croatia
- Hyatt Centric, Dakar, Senegal
- Kempinski Palace hotel - Portorose
- Spektra residential building - Ljubljana, Slovenia
- Šumi residential and commercial quarter, Ljubljana, Slovenia
- Senior Garden Nursing home - Zagreb, Croatia
- Pullman Breza hotel - Kolašin, Montenegro
- The Manes hotel, Prague, Czech republic
- Hotel Slovenija LifeClass - Portorose
- Radisson Blu Plaza hotel - Ljubljana
- Hotel Neptun LifeClass - Portorose
- Hotel Apollo LifeClass - Portorose
- Grand hotel Metropol - Portorose
- Hotel Histrion - Bernardin
- Grand hotel Sava - Rogaška
- Hotel Antunovič Zagreb, Croatia
- Hotel Amfora Hvar, Croatia
- Hotel LifeDesign Belgrade, Serbia
- Five elements Spa Belgrade, Serbia
- City hotel - Ljubljana
- Hotel Amfora Hvar, Croatia
- Hotel LifeDesign Belgrade, Serbia
- Five elements Spa Belgrade, Serbia
- City hotel - Ljubljana
- President hotel SPA - Dubrovnik, Croatia
- Hotel Vivat - Terme Dobrna
- Hotel Astoria Bled
- Tuapse Sanatorium - Black Sea, Russia
- Argosy hotel SPA - Dubrovnik, Croatia
- European Parliament - Ljubljana
- Microsoft headquarters - Ljubljana
- Supreme Court of Slovenia
- Constitutional Court of Slovenia
- Eurocenter Business centre - Ljubljana
- Adria Airways headquarters - Brnik
- SIJ Slovenian Steel Group - Ljubljana
- Hyla international Ljubljana
- Gazprom headquarters - Moscow, Russia
- Modern Galery Ljubljana
- Campus Livade, Izola
- Slovenian Philharmonic – Ljubljana
- Mercator Group – Ljubljana / all Mercator shopping Center
- Exhibition and Convention Center - Ljubljana
- NLB – Nova Ljubljanska bank
- General Hospital Izola
- General Hospital Ptuj
- Faculty of Medicine University of Maribor
- Argosy hotel SPA - Dubrovnik, Croatia
- University Medical Centre - UKC Ljubljana
- Institute of Oncology - Ljubljana
- President hotel SPA - Dubrovnik, Croatia
- GZS - Chamber of Commerce and Industry of Slovenia
- Hotel Vivat - Terme Dobrna
- Hotel Astoria Bled
- Tuapse Sanatorium - Black Sea, Russia
- Hotel Antunovič Zagreb, Croatia
- European Commission Representation - Ljubljana
- Crystal Palace Business centre/ Kristalna Palača - Ljubljana
- Situla Business and Residential centre - Ljubljana
- Hisense, Gorenje Group, home appliance d.d., Velenje
- Faculty of Medicine University of Ljubljana
- Faculty of Electrical Engineering and Computer science - University of Maribor

● signage planning

● signage

○ signage + signage planning

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