

NEWS

Towcester Racecourse Project Spotlight

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Project Spotlight: Delivering High-Impact Commercial Signage for Towcester Racecourse

As one of Northamptonshire's premier entertainment, sporting, and venue-hire destinations, Towcester Racecourse requires branding that matches its prestigious reputation. When the

iconic venue embarked on its renovation, they needed a local signage company capable of delivering durable, high-visibility commercial signage.

We were thrilled to step up as their trusted partner, designing, manufacturing, and installing a comprehensive suite of bespoke signs tailored to the venue's fast-paced, high-traffic environment. From premium event branding to durable outdoor directional signs, this project highlights our commitment to delivering top-tier signage solutions across Northamptonshire.

'It's been great working alongside the team at MK Marking, they go above and beyond to ensure everything is delivered and installed on time. Sometimes, we have some very last-minute requests, and they've always happily taken these in their stride and still provide fantastic results for us. They've been onsite to measure up spaces to ensure the signs are the right size and the collaboration is welcome as they are the experts! We're so happy with the signage, it has really elevated the look of the racecourse!' Courtney Franich, Towcester Racecourse, Marketing Manager

Operating a major venue like Towcester Racecourse comes with unique branding challenges. The signage needed to be multi-functional: guiding thousands of weekly visitors safely around the grandstands, standing up to unpredictable British weather on the tracks, and looking sharp on television broadcasts and livestreams.

The project required a diverse mix of materials and techniques, ensuring all new elements seamlessly integrated with the racecourse's historic charm while injecting a fresh, modern aesthetic.

1. Large-Format Trackside Advertising Boards

With thousands of spectators on-site and global audiences tuning in via sports broadcasts, trackside visibility is paramount. We produced and installed heavy-duty, weather-resistant perimeter advertising boards. Engineered to withstand the elements, these high-impact displays feature vibrant, UV-stable print technology to ensure sponsor logos stay crisp and clear under the external lighting and daytime sun alike.

2. Wayfinding & Directional Signage

Navigating a large venue can be daunting for guests. We designed and strategically placed high-visibility exterior wayfinding signage to guide visitors smoothly from the various entrances of

the site, to the parking area, up to the grandstands, bars and restaurants, and corporate hospitality suites. Clear, beautifully branded directional signs are essential for crowd control and enhancing the overall guest experience.

3. Premium Interior Event & Washroom Signage

Branding doesn't stop at the racetrack gates. We continued the sleek, professional aesthetic indoors by updating the venue's internal spaces. This included installing sleek, modern A4 clip-frame hospitality signage across the grandstand, restaurants, and event spaces—providing the staff with an easily updatable, polished signage solution for internal advertising and safety messaging.

Why Local Businesses Choose Us for Signage in Northamptonshire

This successful partnership with Towcester Racecourse underscores our position as a leading signage manufacturer and installer in Northamptonshire. By handling everything in-house—from initial site survey and graphic design to precision manufacture and professional installation—we guarantee seamless execution and unmatched quality control.

Whether you are a local independent business in Towcester looking for an eye-catching new shop front, or a major commercial venue in Northampton requiring large-format external displays, we tailor our services to your exact operational needs.

Your signs are the silent salespeople for your brand. If you are based in Northampton, Towcester, Silverstone, Daventry, or the wider South Northamptonshire area, let's discuss how we can elevate your business presence.

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