

# First Steps When Ordering A Sign

## Size

Size is one of the first things to consider when ordering a sign. Most often pricing will be based on size and will determine what kind of art is needed to ensure a quality final product.

## Colors

Colors are also a factor in determining a price. It will also determine materials the final construction of the sign/display. 1 and 2 color are often cut vinyl where more colors or images with gradients will require to be printed.

## Interior or Exterior

This will help narrow down the type of material and substrate which also factors into the final cost. As long as you know its location we can help you get the right material.

## Distance

Knowing where your sign/display will be will help us decide how large it needs to be along with letter size and resolution of the artwork.

## Longevity

Some displays only need to last a few hours where others need to last years. Having this information when you are ready to get a sign will help us guide you to the best and most cost effective materials

## Intent

This may seem obvious but planning out the purpose of the sign will help you have a strong message and keep it from becoming cluttered. It will also help us design it to fit your needs. Not to mention with a clear plan ready to go when you come in can help save on hourly art charges.

# Sign Content

When planning out your sign or banner there are a couple important things to keep in mind to increase the impact and visibility of your sign.

## Short Message

In many cases signs are only looked at for a few seconds to get your message across. Because of this text should be kept to a minimum. Only very important details should be on the sign.

## Clean

This kind of goes along with the short message. With only having your potential reader's eye for a few seconds you need to have a clear view of what you want them to see. If your sign has a lot of clutter it is tougher to read quickly which may lead to your message not getting through to them at all.

## Environment

Know what will be around your sign that you are putting up. This will lead to higher visibility and being seen or recognized more often. This may have to do with colors, size, placement or many other variables.

## More than Signs

We have much more to offer you than signs and banners. We have a wide array of products including:

- Business Cards
- Envelopes
- Flyers
- Brochures
- Postcards
- Labels
- Note pads
- Business Forms
- Thousands of Promotional Items



GUIDE TO  
**SIGNS &  
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HOW TO  
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## Substrates

There are many substrates that are available. The four most common are Coroplast, Sintra, Polymetal, and Alumacorr.

**Coroplast** is corrugated plastic commonly used in political yard signs.

**Sintra** is a PVC which comes in a variety of thicknesses and is often used indoors.

**Polymetal** is two pieces of aluminum with a resin core. It is often used outdoors but lacks rigidity in larger sheets.

**Alumacorr** is two pieces of aluminum with a coroplast core. It is very rigid and will last many years.

All materials have pros and cons in specific situations if you need help deciding on which to use give us a call.

## Sign & Banner Frames



For a professional and finished look to your sign we have kits that can slide right over 4x4 posts or specialty stakes.

Additional sign & banner frame options are available as well. Call for details.

## View Thru

View Thru is perforated vinyl and a great option for both interior and exterior windows. It allows a message to be printed and viewed on one side while still being able to see through the window on the other side.

Our View Thru is laminated with an optically clear laminate. This keeps rain from pooling up in the perforations, allows it to be wiped down without rubbing off the image and it will increase the longevity of the print.



View Thru on the front of our building

## Vinyl Material

When it comes to vinyl there is a wide array of options. The best thing to do is to stop in and look at a swatch book. There are many colors as well as specialty vinyls like Chrome, Metallic, Holographic and Fluorescent.

There is one major difference in vinyls however that has to do with usage and longevity. That difference is Cast or calendared vinyl. The difference is in how the vinyl is made. Cast generally has a longer lifespan, a wider range of colors and can be applied to surfaces that have more drastic curves in them, however because of this is more expensive.

## Banners

We offer simple one color cut banners all the way up to grand format full color banners. Just ask and we can put grommets every couple feet, pole pockets, or wind holes. Our standard banner material is 13 oz. scrim banner but other options are available.

## Trade Show & Large Displays

Need a display for an upcoming show or event? We've got you covered. On our website we have a big selection of options from full 10' backdrops to retractable banner stands to tabletop displays and table throws. Need help picking what is right for you? Give us a call or send us an email describing what you are looking for so you can find the perfect solution.

## Vehicle Wraps

Do you have a company vehicle with nothing on it?!? You are missing out. The gas in your car could be doing double duty for your business. It gets you to where you need to go as well as works as a rolling billboard for you all day long. Since vehicle wraps have such a long lifespan the ROI is really high on them. Wraps can last 7+ years with proper care and the whole time protecting your paint underneath to help boost that resale value!