

# DIRECTORIES

## POST AND PANEL SIGNAGE

# ADA SIGNAGE

## MONUMENT SIGNS

Way-finding Systems



design | service | solutions

# OUR MISSION

## TO ENHANCE THE VALUE OF THE BUSINESSES WE SERVE

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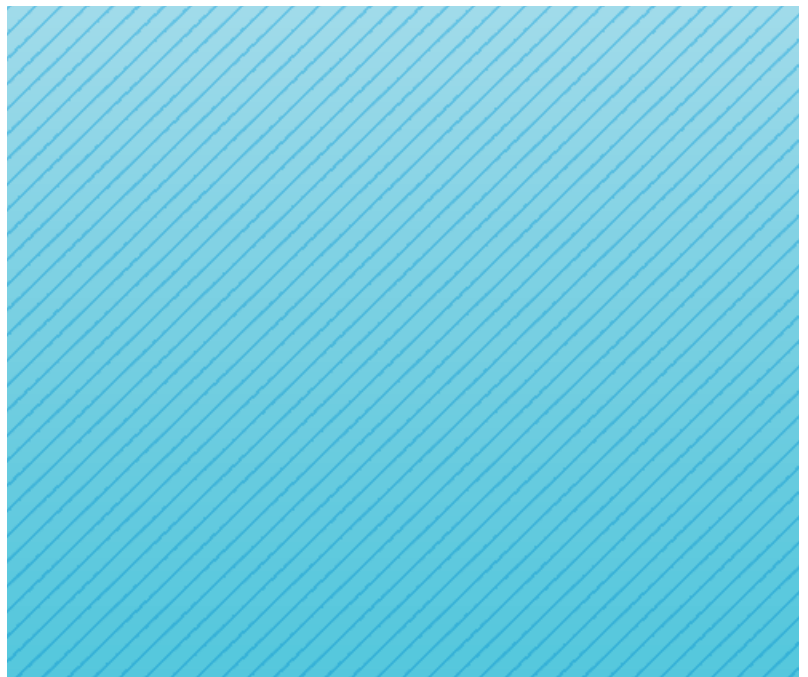
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# WAY-FINDING

IN THE SIGNAGE AND GRAPHICS INDUSTRY, WAY-FINDING IS A TERM THAT REFLECTS THE MEANS AND METHODS OF DIRECTING AN INDIVIDUAL TO HIS OR HER DESTINATION. THE MOST EFFECTIVE WAY-FINDING SYSTEMS INCORPORATE A VARIETY OF SIGNAGE THAT WORKS TOGETHER TO PROVIDE THE EASIEST AND MOST DIRECT ROUTE.

THERE ARE KEY ELEMENTS THAT DETERMINE THE SUCCESS OF THE WAY-FINDING PROCESS. IF YOU'RE IMPLEMENTING A NEW WAY-FINDING SYSTEM OR UPDATING AN EXISTING SYSTEM, THE RIGHT PROFESSIONALS CAN HELP YOU CONSIDER EVERY ANGLE SUCH AS EFFICIENT PLACEMENT, VISIBILITY AND EASE OF INTERPRETATION. YOU'LL FIND THESE PROFESSIONALS AT SIGNS NOW — YOUR SINGLE SOURCE FOR SIGNAGE AND GRAPHICS THAT HELP WITH ALL YOUR GRAPHIC COMMUNICATIONS NEEDS.



## TYPES OF WAY-FINDING

### Monument Signs

Aesthetically pleasing yet affordable, monument signs come in a wide range of customized and prefabricated styles that weather the elements and conform to the most demanding building code requirements for durability and wind load capacities.



### Post and Panel Signage

The perfect professional solution for exterior site identification and directional pathways, post and panel signage includes options with interchangeable components that allow the sign to expand or contract as needed. Made from non-corrosive aluminum extrusions, post and panel signage lasts for years.



### Directories

Finding a building is usually just the beginning. Once inside, people often need assistance finding their way in and around the premises. Easy-to-read directional signage is the solution for alleviating frustration and increasing internal efficiency.



### ADA Signage

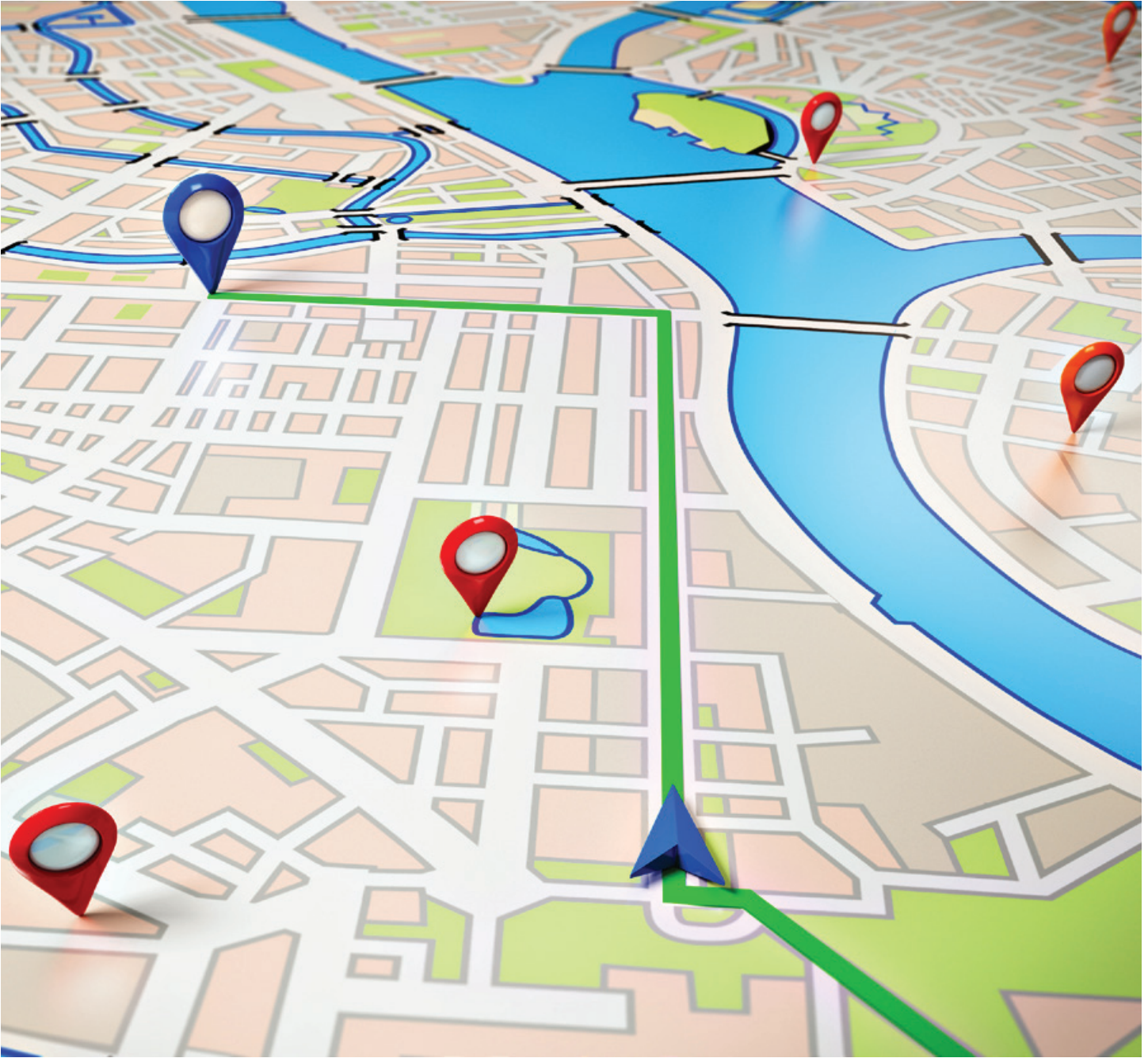
The Americans with Disabilities Act\* of 1991, (ADA) and the ADA Amendments Act of 2008 both ensure equal opportunities for disabled persons. Public accommodations are a key aspect of these laws, requiring businesses to provide specialized signage, including Braille. Signs Now can meet all your ADA signage needs.



\*Signs Now does not and cannot provide legal interpretation of the Americans with Disabilities Act, nor make any representation regarding compliance issues. We advise all clients to seek independent legal counsel on these matters.



## LOCATION, LOCATION, LOCATION



Location matters in way-finding, and the possibilities are limitless. Signs Now professionals, with their proven, consultative approach to providing a customized assessment plan, can help you focus on what works best for your projects. Possibilities include, but are not limited to:

### Exterior Signage

- Highway signs
- Site identification
- Parking lot or ramp identification
- Handicapped and visitor parking
- Entrance and exit signs
- Wheelchair accessible entrance locations
- Traffic signs

### Interior Signage

- Directories
- Room/suite identification
- Public restrooms
- Emergency exit signs
- Evacuation route maps
- Wheelchair accessible exits
- Elevator identification
- Assistive listening systems



## EASE OF USE IN WAY-FINDING

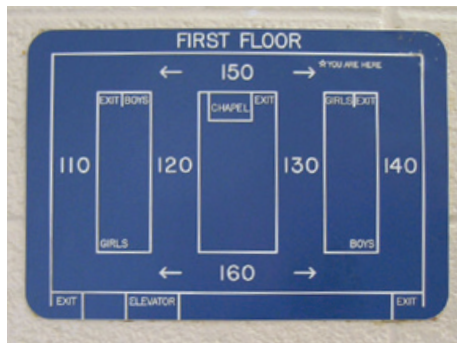


Way-finding systems are made to "show the way," so it's crucial that they be easy to view, read and locate. By researching each individual assignment, the professional designers at Signs Now are able to determine the correct and most-effective elements that will work for your entire project. Some of the design elements that can convey useful information while also maintaining consistency include:

- Unified typefaces and colors
- Consistent placement and sizing of graphics
- Wording
- A logical information hierarchy
- Use of standard pictograms, symbols and arrows
- Typography



## ADA WAY-FINDING



While the Americans with Disabilities Act\* (ADA) provides specific regulations in the areas of employment, public accommodations, state and local government services, and telecommunications, the professionals at Signs Now understand that effective way-finding systems must be functional for all individuals. Even within ADA signage, the extent of disabilities vary, so it is critical to consider systems that accommodate as many people as reasonably possible, while remaining compliant with all rules and regulations.

During the consultation and research phases of developing customized way-finding systems, we consider solutions for individuals with mobile impairments, hearing impairments and visual impairments as well as those without impairment.

### Common areas affected by ADA requirements include:

- Existing facilities
- Renovations
- New construction
- Public accommodations
- Commercial facilities

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## CAN WAY-FINDING SIGNAGE MEET THE UNIQUE NEEDS OF MY INDUSTRY?



While some industries, such as healthcare and education, have an increased need for way-finding signage due to the large size of their facilities, pretty much every industry will utilize way-finding signage of some sort, even if the needs are small (restroom or ADA identification). Signs Now has experience assisting many different industries with way-finding systems large or small:

- Medical and healthcare facilities
- Educational institutions
- Property and apartment management
- Commercial real estate
- Manufacturing
- Warehousing and distribution
- Retail establishments
- And more



## MEDICAL & HEALTHCARE



The needs of healthcare locations are vast and complex. Additionally, way-finding systems in this industry require compliance with national and state regulations. To help simplify your projects, we partner with the necessary architects and officials to provide professional solutions that entail everything from project management and conception to production and final installation.

### Exterior Signage and Graphics

Designed for name and brand recognition in addition to being a way-finding tool, options include:

- Roadside monument signs – main identification
- Building identification
- Pedestrian and vehicle direction
- Parking signage

### Interior Signage and Graphics

Interior healthcare signage systems should bring cohesiveness to the building's architecture. Great way-finding options include:

- Room identification
- Department identification
- Wall and overhead directional signs
- Facility directories
- Dimensional letters
- Elevator and stairwell identification





Whether in place at a university or local high school, effective educational way-finding systems will assist students, visitors and staff with day-to-day comings and goings of campus life. Your investment in these systems not only increases campus-wide awareness, it also enhances the professionalism of your institution.

From client consultation to final approval and installation, Signs Now follows a personalized procedure for providing the best solution to meet your needs.

### Exterior Signage and Graphics

Students and visitors need assistance the moment they arrive on school grounds. Utilizing the right combination of design and accessibility leads to a positive first impression and there are many options to consider:

- Roadside monument signs – main identification
- Building identification
- Entrances and exits
- Pedestrian and vehicle direction
- Parking signage, including specific restricted areas
- Bus parking and/or drop-off areas

### Interior Signage and Graphics

The size of your facility will largely determine the scope and scale of your project. There are so many options available to meet your every need:

- Main directory at major entrances
- Campus maps
- Secondary directions and mini directories in various buildings
- Overheads for major facilities
- Room identification



# WE'RE YOUR SINGLE SOURCE FOR PROFESSIONAL SIGNAGE AND GRAPHICS

Here's just some of what drives the Signs Now Advantage:

## The Right Solution

The sign and graphics marketplace offers a vast array of products to help you get attention and make a lasting impression. But you'll never feel overwhelmed by your choices because our specialists take a consultative approach to helping you develop the right solution for your needs.

## Project Management

There's never any hassle when working with Signs Now. We're hands-on from inception to completion of your project. We'll coordinate design, manufacturing and installation while consistently adhering to your timeline.

## On-time Performance

Our state-of-the-art equipment and our production management system ensure that your projects are ready when you need them.

## Local Service, Global Connections

We're committed to providing the personal attention and professional service you expect from a local partner. At the same time, our global network of nearly 200 digitally integrated Signs Now centers makes us your local connection to a global network with the resources to accommodate sign and graphics projects of any size and scope.

## Letter-perfect Guarantee

We stand behind everything we do, so trust your projects to the leader in professional sign and graphics solutions.

## YOUR PARTNER — FROM IMPLEMENTATION TO INSTALLATION

The environmental graphic design and way-finding professionals at Signs Now are dedicated to exceeding client expectations. We do this by following a project methodology that guarantees results.

### The Fact-finding Process

- Project kick-off/on-site survey
- Information-gathering interviews
- Evaluation of pedestrian and vehicular traffic flow
- Budget analysis
- Development of your way-finding and branding strategy
- Creation of timelines/deadlines

### The Design/Creation Process

- Design development
- Review of terminology for consistency
- Review of compliance with codes/regulations
- Traffic flow analysis

### Implementation and Results

- Project implementation plan
- Permitting and zoning requirements
- Manufacturing
- Installation
- Project management through completion



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**Your single source for professional signage, displays and graphics!**

Stand out in a crowded world! It's easy to get started.  
Contact Signs Now today!

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