

# DESIGN SERVICE SOLUTIONS

A Guide to Signage and Graphics



design | service | solutions

# SOLUTIONS

Signs Now has just about every option imaginable for getting noticed with every signage and graphic communications project you undertake — indoors or out, permanent or temporary.

Count us on to provide all of these solutions and much more:

## Digital Color Graphics

- Banners, flags and pennants
- Decals
- Vehicle wraps
- Floor and sidewalk graphics
- Ready-to-apply graphics
- Window graphics

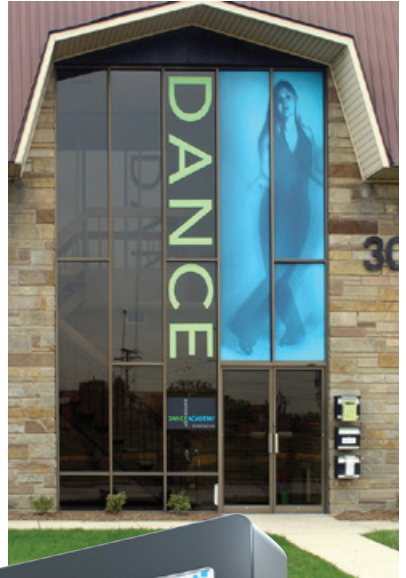
## Signage

- Electrical signage
- Way-finding signage
- Dimensional signage and lettering
- ADA\* (Americans with Disabilities Act Signage)
- Architectural & company signage

## Displays

- Banner stands
- Brochure racks
- Kiosks
- Modular systems
- Point-of-purchase displays
- Pop-up booths
- Table-top displays
- Rentals (Please check availability at your local Signs Now)

\*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.



# MARKETPLACE!

# NOW TO GET STARTED.

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



Since 1986, the Signs Now team has provided a wide array of signage and graphics solutions to businesses both large and small. As an industry pioneer and current leader in professional graphics solutions, Signs Now provides high-quality products and renowned service through nearly 200 franchise locations in the United States, Canada and the United Kingdom.

Our proven business model has led to a high success rate with every project and customer partnership and it's easy to see why:

- Signs Now continually builds upon its foundation with new technology and solutions for the continually changing needs of the business world
- Our experienced network of professionals assist with your projects from inception to completion
- We offer a letter-perfect guarantee
- We are your full-service, one-stop resource for a huge array of professional signage and graphic solutions

This catalog and its contents are ©2013 Signs Now. All logos and copyright designs herein are the property of the corporations they represent.

## DESIGN

There are many ways of standing out in a crowded visual world, but when you partner with Signs Now the options never have to be overwhelming. Our skilled designers will work with you every step of the way to ensure your projects meet your goals.

Here's some of what your Signs Now designer will examine before creating your project to meet the proper specifications:

- **Visibility**

For best visibility, signs require appropriate sizing as well as an inch of letter height for every 10 feet of viewing distance. It's also important to choose a location that offers maximum viewing exposure.

- **Readability**

Letter size, typestyle and color are all elements that can improve the readability of a sign. Additionally, ideas should be grouped logically and separated by layout and spacing.

- **Noticeability**

You need to get noticed! Some of the techniques that will help include color contrast, motion, uniqueness of design and even subconscious attraction.

- **Legibility**

Type style is crucial. Fonts should be readable while also conveying the proper feel for the type of message you're sending, whether it's elegant and formal or casual and informative.





design | service | solutions

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!

# DESIGN SERVICE SOLUTIONS

## SERVICE

Talking about good service is one thing. Delivering it is another. At Signs Now, we know good service needs to be proven. Time and time again. So how do we deliver? By offering the right solutions, effective consultations and finally, your satisfaction.

### Here's just some of what we like to call the "Signs Now Advantage":

#### The Right Solution

With a vast array of options to consider, the team at Signs Now takes a consultative approach, joining you in developing the right solution to meet your objectives.

#### Project Management

At Signs Now we eliminate hassle. We coordinate everything – design, manufacturing and installation – in a process that allows you to focus on your many responsibilities while we focus on your signage and graphics projects.

#### On-time Performance

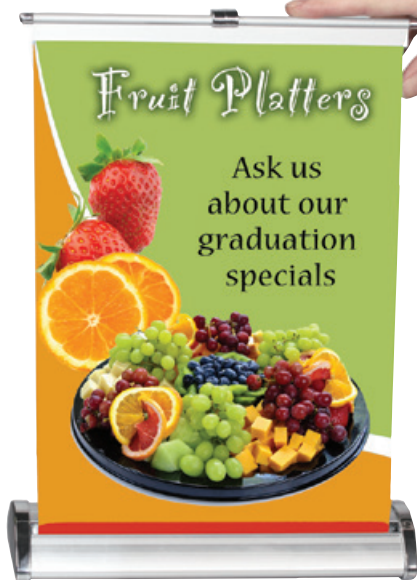
Our state of the art equipment, cutting-edge technology, and production management systems all work together to ensure your projects are completed on time.

#### 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.

#### Satisfaction Guarantee

We stand behind everything we do at Signs Now. Trust your projects to the leader in professional signage and digital graphics solutions.



**GET NOTICED IN A CROWDED**  
**IT TAKES JUST ONE PHONE CALL TO SIGNS**