SIGNAGE
DIMENSIONAL LETTERS
ELECTRONIC DISPLAYS
EXHIBIT DISPLAYS

Professional Signage and Graphics Solutions

SIGNS NOW

design | service | solutions

OUR MISSION

TO ENHANCE THE VALUE OF THE BUSINESSES WE SERVE

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BEAUTIFUL COLORS

Here are some great examples of eye-catching digital color graphics.

MANY USES
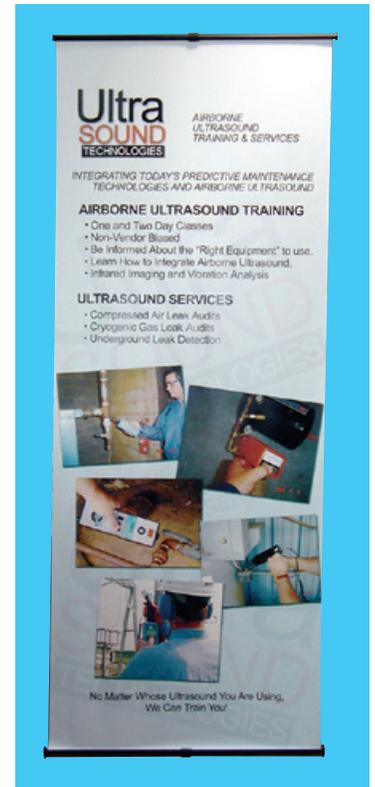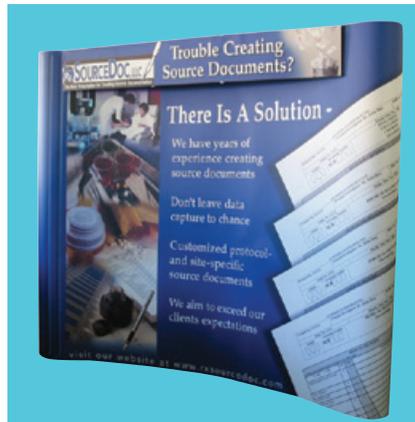
There are essentially no limits to imagining the perfect presentation — combine color, text and images to your heart's content to give your projects extra impact whenever and wherever you need to stand out.

DIGITAL COLOR GRAPHICS
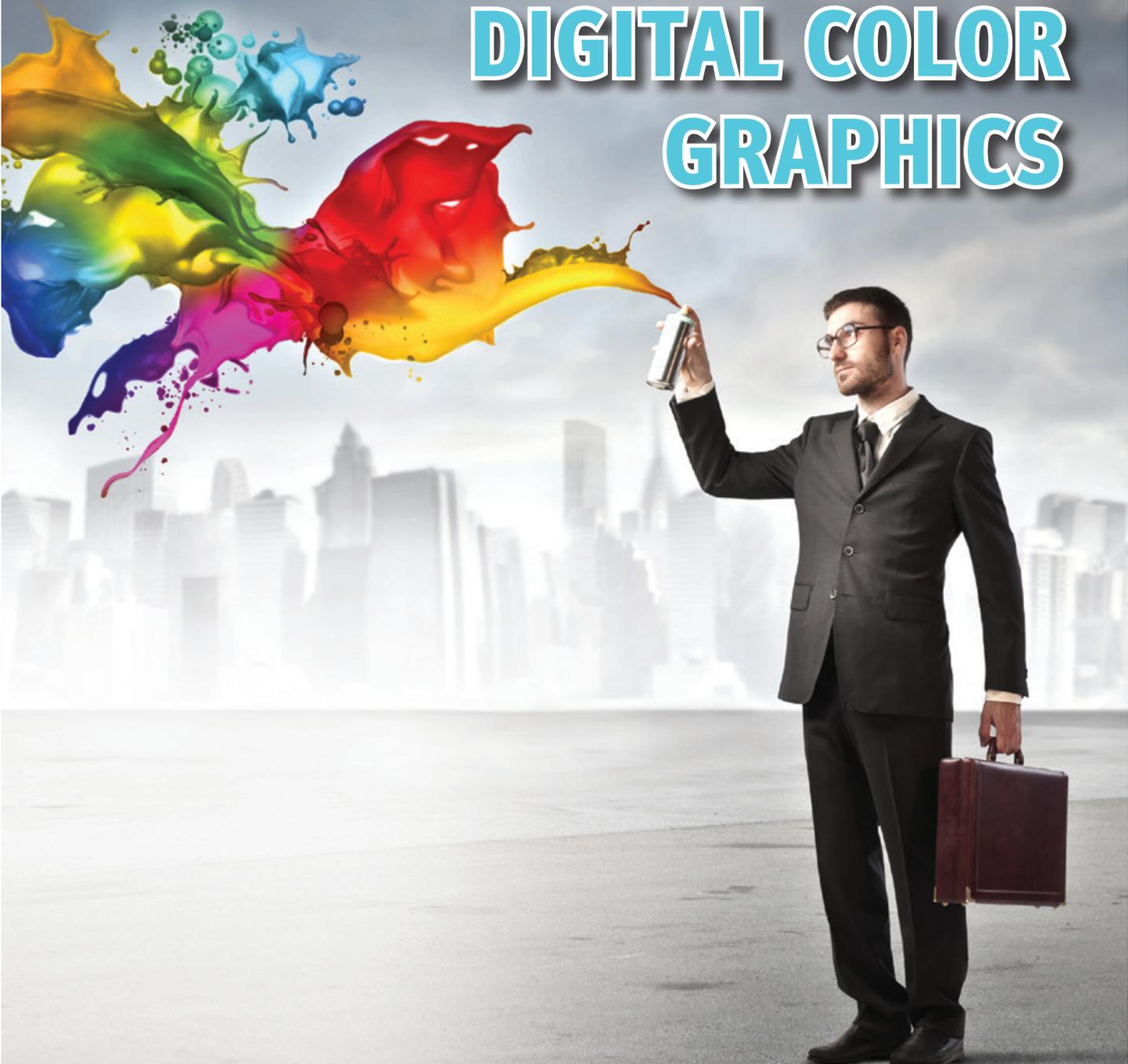
1.3 SECONDS! THAT'S ALL THE TIME YOU HAVE TO GET ATTENTION AND MAKE A LASTING IMPRESSION. LUCKILY SIGNS NOW CAN COST-EFFECTIVELY PRODUCE REALISTIC, FULL-COLOR DIGITAL GRAPHICS THAT ARE EXTREMELY EFFECTIVE AT COMMUNICATING COMPLEX INFORMATION FASTER THAN SIMPLE TEXT SIGNAGE.

SO GO AHEAD ... STAND OUT IN A CROWDED WORLD!

VEHICLE GRAPHICS

Promote your business. Build brand awareness. Use your fleet as traveling billboards. Vehicle lettering and graphics are an affordable way to put your marketing on the road. Quickly and with powerful impact.

Magnetic Vehicle Graphics

Love the idea of vehicle graphics, but want to keep your car "clean" for personal use? Magnetic signs are the answer because they're easily removed when not needed.

BANNERS

An ideal, cost-effective solution, banners are most effective when used to complement or reinforce other advertising media.

LABELS & DECALS

Whether you need a single label or thousands, we can create any size, shape or color imaginable.

WINDOW GRAPHICS

A great location can be made even better with window lettering that attracts the attention of passersby. A huge variety of colors, sizes and shapes are available for placement in the most effective ways to suit your architecture.
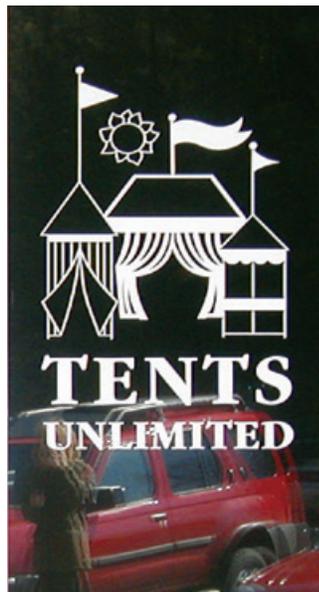
READY-TO-APPLY GRAPHICS

Use our ready-to-apply, vinyl lettering and graphics on just about any smooth, nonporous surface.

SIGNAGE

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SO MANY APPLICATIONS FROM A SINGLE SOURCE THAT DOES THEM ALL — SIGNS NOW. FROM FLAT OR DIMENSIONAL TO ELECTRICAL AND MONUMENT SIGNS, WE'LL MAKE SURE YOU HAVE THE MOST COMPLETE PACKAGE FOR PROMOTING YOURSELF AND SHOWING THE WAY.

WHATEVER OPTIONS YOU CHOOSE, YOU'LL GET NOTICED!

DIMENSIONAL SIGNS

For a look of distinction, move beyond flat signage and add depth. Many options are available to complement your architectural style or indoor decor, including sandblasted wood, routed plastics and cast foam.

DIMENSIONAL LETTERS

For class, sophistication and a sense of permanence, dimensional letters are available in a variety of sizes, type styles and materials. They can even be rendered to match your logo.

CONSTRUCTION SIGNAGE

Signage for all construction needs — job-site safety, announcing your projects to attract new clients, vehicle lettering, helmet decals and everything in between.

RETAIL SIGNAGE

In a crowded retail environment, it's not always easy to stand out from the crowd. Signs Now has you covered with a large variety of digital technology mounting solutions that get shoppers to take notice.

ILLUMINATED CABINETS & FACES

Illuminated graphics provide the visual impact that attract and retain the attention of your customers while also making a statement about your company.

ELECTRONIC READER BOARDS

Electronic messages displaying civic events, public service information, time and temperature, and even specific advertising, can become community landmarks. This helps keep your business in the public eye; not to mention front-of-mind.

WAY-FINDING SIGNS

When you need to direct someone to a desired destination, you have many way-finding options available for defining the easiest, most direct route.
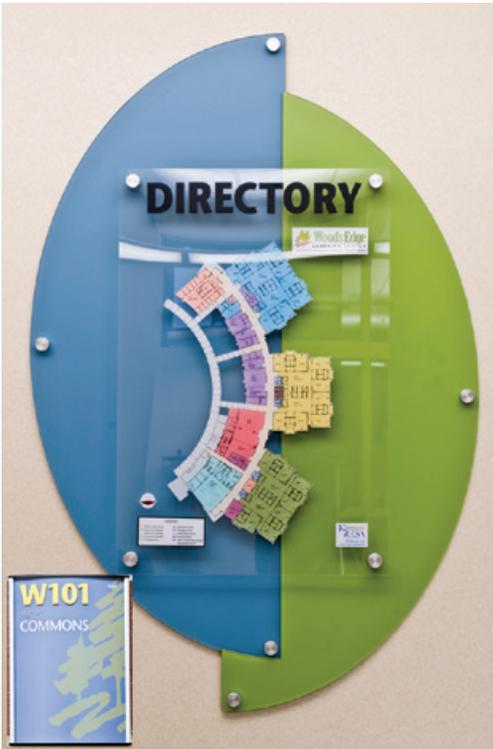
DIRECTORIES

Directory signage helps people find their way in and around your premises. And there are several options for matching your building style.

MONUMENT SIGNS

Monument signs weather the elements and meet building code requirements for durability. They help businesses look like a million without spending a million.
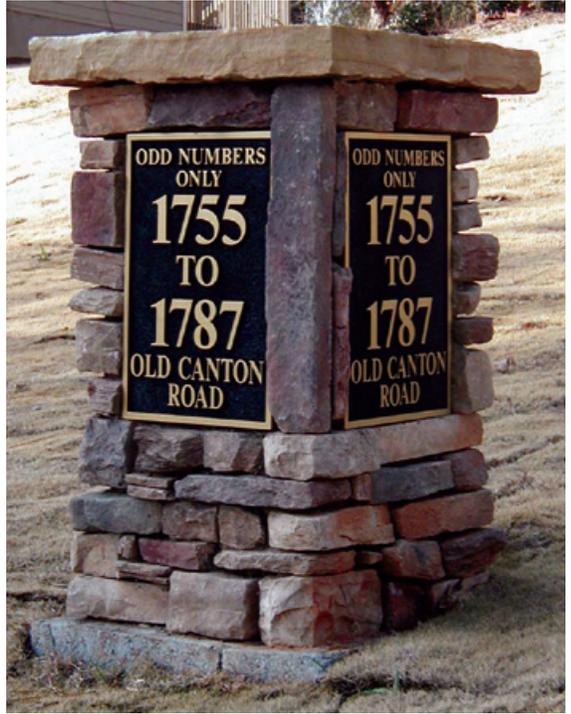
ADA SIGNAGE

The Americans with Disabilities Act* of 1991 (ADA) ensures equal opportunities for disabled persons. Public accommodations are a key aspect of this law, 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.

POST & PANEL SIGNAGE

Perfect for exterior site identification and directional signage, our post and panel signage is made from non-corrosive aluminum extrusions that last for years.

DISPLAYS

WANT SUCCESS WITH YOUR TRADE SHOW PROGRAM? PROFESSIONAL EXHIBIT GRAPHICS ARE CRUCIAL. THESE DISPLAYS ARE QUITE OFTEN THE DECIDING FACTOR IN WHETHER OR NOT PEOPLE WILL VISIT YOUR BOOTH. THEY PROVIDE PROFESSIONALISM AND CREDIBILITY, AND THEY GET YOU NOTICED! DISPLAY THE BEST YOU HAVE TO OFFER AND . . .

ATTRACT THE ATTENTION OF THE MASSES!

RENTALS AVAILABLE!

Rentals are available at many locations. Please contact your local Signs Now to see if display rentals may be an option for you.
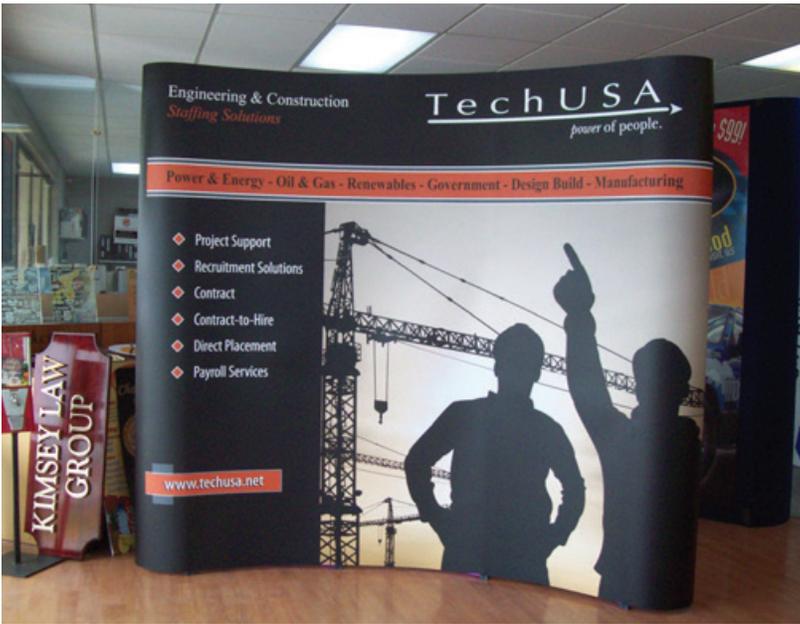
EYE-CATCHING TABLE-TOP AND ROLL-UP DISPLAYS ARE A GREAT TOOL FOR ATTRACTING ATTENTION IN A CROWD.

EXHIBIT DISPLAYS ARE LIGHTWEIGHT AND EASY TO SHIP. THEY ARE ALSO EASY TO SET UP AND TAKE DOWN.
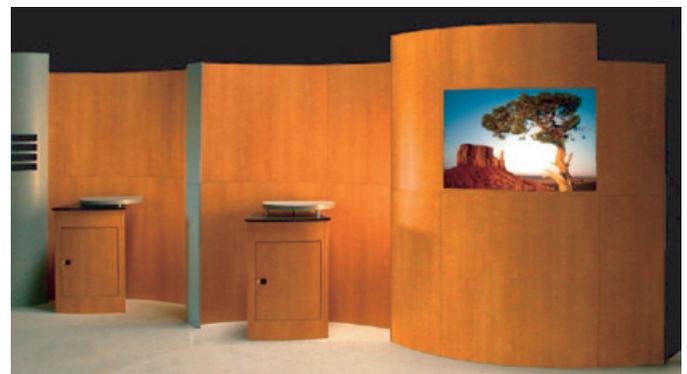
ELEMENTS OF EFFECTIVE SIGN DESIGN

The professional designers and fabricators at Signs Now take several factors into consideration when helping you create the perfect signage, graphics and displays.

Distance & Visibility

Signage should always be sized according to the viewing distance. Typically for every 10 feet of viewing distance, an inch of letter height is required.

Maximum Readable Distance	Distance For Best Impact	Letter Height (inches)
100'	30'	3"
150'	40'	4"
200'	60'	6"
350'	80'	8"
400'	90'	9"
525'	120'	12"
750'	180'	18"
1,000'	240'	24"
1,500'	360'	36"
2,000'	480'	48"
2,500'	600'	60"

Readability

To quickly convey your intended message, emphasize key words and phrases with large letters, bold type styles and additional colors. Use layout and spacing to group ideas together logically, and utilize graphic elements to enhance the speed and thoroughness of communication.

Noticeability

To help your sign get noticed, use design elements that stand out. Color contrast, motion and a unique design are common techniques used to get attention.

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.

Color & Contrast

High contrast can improve legibility. Check out these examples of color combinations, ranked in order of legibility from a distance:

1. Black on Yellow
2. White on Black
3. Yellow on Black
4. Black on White
5. Blue on White
6. White on Blue
7. Blue on Yellow
8. Yellow on Blue
9. Green on White
10. White on Green
11. Red on White
12. White on Red
13. Red on Yellow
14. Yellow on Red
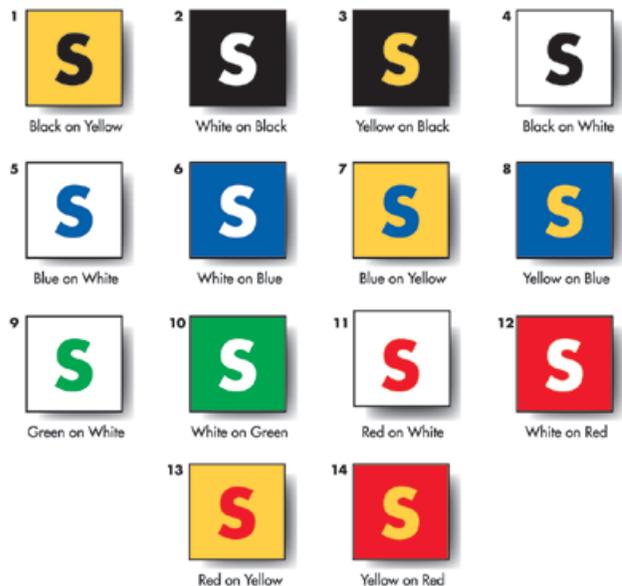
Colors also can be combined to create certain effects:

Color contrast can be strengthened with outlines or drop shadows:

MyBigTypeCo

MyBigTypeCo

MyBigTypeCo

Impact

Sign designers use several techniques to provide just the type of impact you're looking for:

1

Restaurant name is emphasized with large letters and bold type.

2

Adding a border increases reading speed by 28%. Borders are suggested whenever automobile traffic is the intended audience.

3

A second color increases retention by 78%. The black outline improves color contrast thereby increasing legibility.

4

Special effects can greatly increase noticeability by creating impact.

5

A simple graphic communicates more information in less time than text.

6

Digital color graphics communicate even more information than text. These graphics frequently activate other senses thereby stimulating impulse purchases.
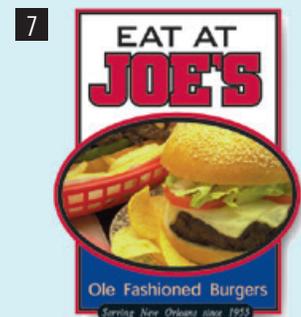
7

A unique design makes the sign more noticeable and quickly attracts the attention of more viewers.

Signs Now

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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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