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Check It Out - The Top Spots to Feature Graphics

While no one would argue that every square foot of your office or other interior space needs a graphic, many would agree that prime places are often overlooked! To make the most of your opportunity, use this checklist of spaces deserving a second look.



- **Archways:** Since these architectural elements already draw attention, you can capitalize on their eye-catching quality with vinyl lettering or graphics.



- **Cases & Coolers:** Almost any metal surface can display a vinyl graphic, and that includes display cases, coolers, light fixtures, shelves and display cabinets!



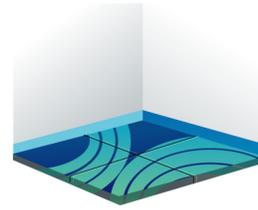
- **Ceiling Tiles:** Today's printing technology lets you add colorful messages or images to plain tiles. For example, an array of ceiling tiles showing a blue sky with clouds might work well in a children's daycare center!



- **Countertops:** Promotional or informational graphics on these flat surfaces can't help but gain attention as people wait, register or complete a transaction.



- Elevators: Smooth, flat surface? Check! Patient, waiting audience? Check! For these reasons, elevator doors covered in vinyl graphics can open a world of promotional or branding opportunities.



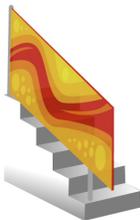
- Floors: Today's slip-resistant vinyl graphics adhere to a variety of floor types. Asphalt, cement, tile and wood floors are all great places to display your logo, graphics or other messages.



- Pillars & Posts: Your structural elements can support more than the floor above; they can hold their own as prime promotional real estate. Tip? If you have a row of posts, consider mounting a series of messages that tell a story.



- Reception Desks: What's better than a lobby sign? How about a graphic on the front of a reception desk that complements it?



- Staircase Railings: If they're made of glass, you can apply a translucent window film with a decorative touch or your company's logo. Visitors will appreciate the privacy the window graphics afford from upward gazers on the floors below!

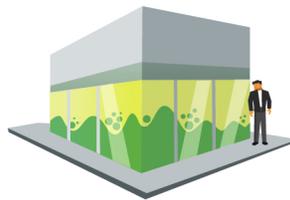


- Steps: Placing graphics where they're least expected often makes them most effective! Case in point? Graphics applied to stair risers — the vertical, upright elements between a stair's flat treads.



- Vehicles: Consider cars, trucks, trailers, boats, buses, food trucks, golf carts, and even personal watercrafts for graphics and lettering. If it rolls, floats or even flies, it's a candidate for a graphic!

- Walls: With today's vinyl graphics, you can turn a modest corridor into an inspiring experience. Your options include decals, vinyl letters, full-wall graphics and even custom wallpaper.



- Windows: Outward-facing windows are well recognized as prime surfaces for promotional graphics, but don't overlook interior glass windows and doors. With translucent vinyl window graphics, you can add an element of design. You also provide a touch of privacy if they're applied to conference rooms and executive offices!

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