

FASTSIGNS®



color

your

world

**with signs
& graphics**



Images by Corbis®

Bright, Full Color Graphics At Your Fingertips!

The sign experts at FASTSIGNS® are committed to providing you with sign solutions that get results. We'll help you select the right type of sign, the best sign design and the right materials for your need so that you - and your business - look great. We offer a wide variety of custom products and services to meet your needs, and we will handle your project from concept to completion. More importantly, we will make it simple for you.

How Do We Make It Simple?

- **Fast project turnaround** - On time and on budget.
- **Custom design assistance** - Project the image and communicate the message you want effectively.
- **Request a quote or order via phone, fax or web** - With our web-based tools and technology, you save time, effort and money.
- **Transfer Mac® or PC files via high-speed Internet** - We're Macintosh® and PC compatible, and can handle virtually any graphic file in any format. We use Adobe® products for design services.
- **Proof your sign designs on-line** - Increase accuracy and reduce completion time by viewing your sign proof online. Our in-house color calibration systems ensure accurate color reproduction from your specifications.
- **Create your own online archive** - The FASTSIGNS® "My Catalog" program makes it simple to manage your sign and corporate identity graphics. My Catalog is a secure FASTSIGNS® website created exclusively for your business that archives all the signs and graphics that we create for your business. It has established pricing, you control who can access the site and orders can be placed at your convenience.

For Franchise Information, Call 1-800-827-7446

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Here Are Some Products We Offer To Color Your World:

- Large Format Prints
- Custom Banners
- Presentation and Meeting Graphics
- Restaurant Signs and Menu Boards
- Real Estate and Property Signs
- Exhibits and Exhibit Graphics
- Architectural Graphics
- Ready-to-Apply Lettering
- Safety and I.D. Signage
- Labels and Decals
- Vehicle Graphics
- Magnetic Signs
- Point-of-Purchase
- And More!



Need To Prepare Graphic Files For Sign Production?

With just one visit, call, e-mail, or fax, you can put the sign professionals at FASTSIGNS® to work on your ideas, or request some of ours. If you are preparing graphic files for us, here are a few tips:

- 1) We work with Mac® and PC files, in virtually any native software format.
- 2) Convert all fonts to curves or paths to eliminate the need to send the fonts.
- 3) Save photographic images at 100% of actual size (when possible) and at the resolution specified by your FASTSIGNS® representative.
- 4) If desired, you can upload a file to an ftp site from a store page on our web site (www.fastsigns.com).

Custom Banners



Add Big Color To Your World!

Say it with color! Promote your business, products, sale or event with full color banners from FASTSIGNS®. We provide simple, one-stop solutions for all your sign and graphic needs, including durable, high-impact banners. We streamline project management, meet tight deadlines and stretch budgets while producing exceptionally high quality signs and graphics. Simply.

Presentations and Meetings



Brighten Up Your Presentations!

Your business moves fast. We understand that when you need eye-catching graphics for presentations and meetings, you need them ... now. We'll create the graphics you need for a high-impact, powerful presentation, and deliver the results you need – fast.

Exhibits and Displays



Reel Them In With Color!

Trade shows are all about getting attention. If you want to attract customers to your booth, what better way than with bright, full color exhibits and graphics? Even at the busiest trade show, eye-catching graphics can pull customers from the aisle into your booth. Whether you are looking for design input, state-of-the-art digital production capabilities or quick project turnaround, FASTSIGNS® can help!



Vehicle Graphics



Draw Attention With A "Moving Billboard!"

Put your message in fast motion with vehicle graphics. Display your advertising message on your company truck or van, and generate more than 600 visual impressions for every mile driven*. Add full color graphics and your vehicle is sure to turn heads. Have a design idea? Great. Need some ideas? We can help! We have the knowledge and experience to turn your vehicle into a moving billboard to help you build awareness.

*Source: Independent study by the American Trucking Association

Restaurant and Menu Boards

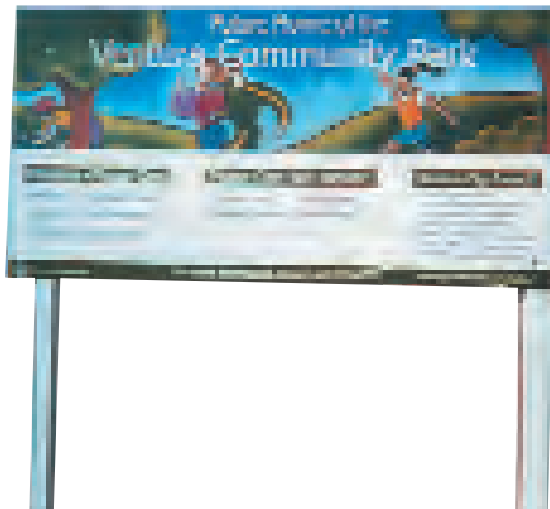


Mouth Watering Is Acceptable!

Stimulate the visual senses by splashing vibrant color on your menu boards and restaurant décor. FASTSIGNS® can help you create mouthwatering displays that will draw a crowd! Use signs and graphics to create the image you want, promote the menu items you sell and make it easy for customers to order. FASTSIGNS® can help you do it all – just the way you want it.



Property Management



Create A Roadside Attraction!

Use colorful, eye-popping graphics to attract attention to your property. The experts at FASTSIGNS® will work with you to develop attractive signs and graphics for your property that tell viewers who you are, what you do and what you have to offer. We can walk your site, get to know you and your needs and then recommend what will help you get noticed!

Point-of-Purchase



Get Big Results On The Spot!

Get someone's attention when and where they are ready to act! Use full color graphics on your point-of-purchase materials to stimulate appetite, create an image, generate excitement for a program, or just simply to get your message out. Contact the experts at FASTSIGNS® and start getting results on the spot.



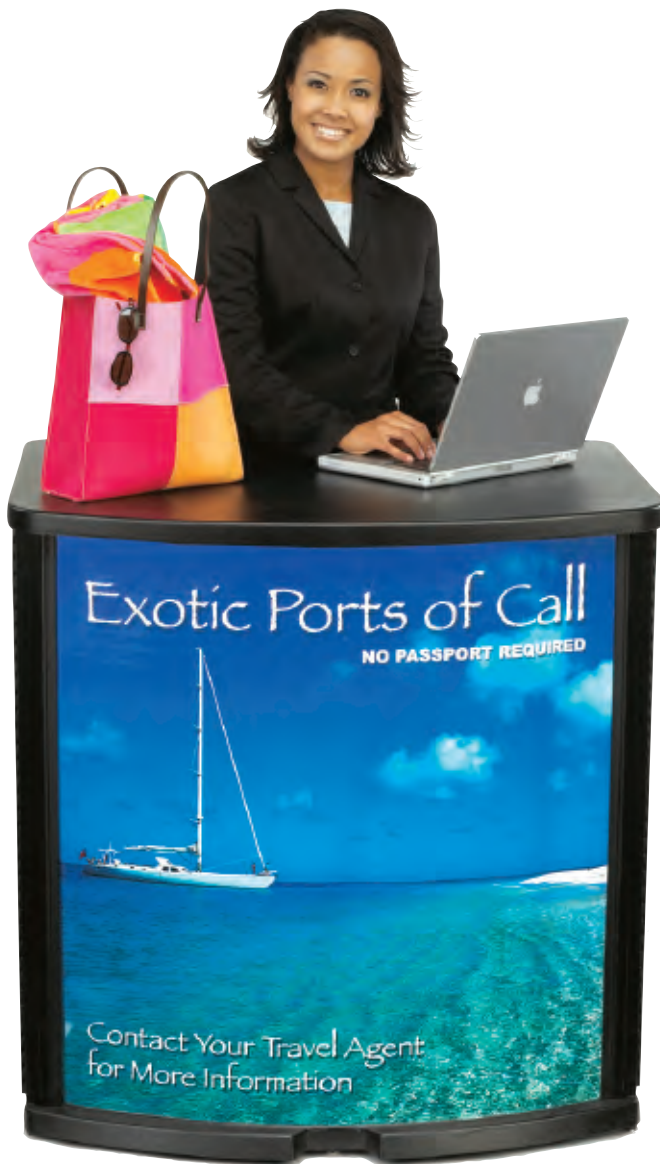
Window Graphics



Right Outside Your Window!

Looking for an inexpensive and simple way to add elegance and generate attention for your business? You can use window graphics to help promote your business, create visual excitement and attract attention to your location. Window graphics can pull in retail buyers on impulse. Ask us how to maximize your window space with window graphics.

Backlit Displays



Put Your Graphics in the Best Light!

Want your message to always be readable regardless of the surrounding light conditions? With backlit displays, you control the visibility of your image even if you can't control the surrounding environment. In any setting, full color graphics used in backlit signs keep your message in the best light.



Fine Art & Photography Prints



Larger Than Life!

Would you like full color prints that look like fine art but are affordable? Do you need special artwork for your hotel, store, office or restaurant? Think larger than life! Photographs, paintings and other forms of artwork can be reproduced in vibrant color with high resolution. Whether you are a professional photographer or a business owner, you can get large, full color prints that resemble fine art - affordably.

Access Our Photo Library



A Picture is Worth A Thousand Words!

Finding the right image can be one of your biggest challenges when it comes to signs and graphics. Now, with our photo library, you can select from more than 65,000 high-resolution, professionally shot photographs to find just the right image for your sign or graphic. From brilliant nature shots to cityscapes, our photo library gives you an incredible choice of images. Once you find just the right image, we'll put it on your trade show graphics, vehicle, banner or other sign - and you don't pay royalties for the use of the image.

Many Other Applications

Full color graphics applications are unlimited! Where do you want to see color? Decals? Labels? Vehicles? A banner hanging on the side of a building?

The experts at FASTSIGNS® will get your full color project done. On Time...On Budget... On Target. When you think of FASTSIGNS®, do you think world-class business sign and graphic solutions?

If not, think again.

FASTSIGNS® offers a full range of consulting, design, production and fulfillment services to deliver simple one-stop solutions for all of your sign and graphic requirements. FASTSIGNS® offers strategies, technologies and professional services that enable you to streamline project management, meet tight deadlines, stretch budgets ... and produce exceptionally high quality signs and graphics. Simply.



Effective Sign Design

MAXIMUM IMPACT

Full color graphics create the highest awareness of all sign categories.*



HIGH IMPACT

A border or graphic add visual interest – and the extra color improves reader retention by 78%.**



STANDARD

A colored background organizes the information and enables the viewer to read it 26% faster.**



BASIC

Signs build awareness through low-cost multiple impressions, reinforcing your other advertising media.



Sign Buyer's Checklist

Here's a quick questionnaire to help identify your signage needs and guide your FASTSIGNS® consultant in making good recommendations for your project.

✓ **Use of your sign:**

Are you directing, informing, or selling?

✓ **Display time and conditions:**

Temporary or permanent? Indoors or outdoors?

✓ **Image you want to project:**

Professional? Sophisticated? Youthful? Fun? How should it coordinate with your other graphics and advertising?

✓ **Your target customers:**

Whose attention do you want to attract?

✓ **Viewing distance and time:**

How far will readers be from the sign? How long will they have to read it?

✓ **Mounting your sign:**

Where will the sign be displayed? How will it be attached? Will you need the approval of a landlord or local sign code authority?

✓ **Sign copy and layout:**

What message do you want to communicate in your copy? Do you have special logo or layout requirements?

* Based on a 3M marketing study on visual merchandising. ** Source: Pennsylvania College of Optometry.