

Sign Design Guide

GOOD

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



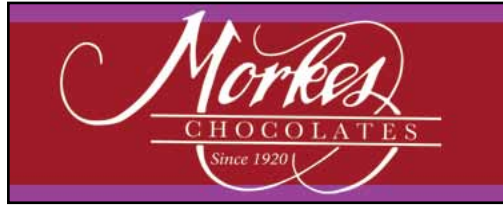
BEST

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



BETTER

Colored backgrounds organize the information and enable the viewer to read it 26% faster.*



BEST WITH PHOTOGRAPH

The use of a photo in advertising creates a 300% greater recall than ads without photos.***



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

Using The Right Signs Can Make A Real Difference

Your signs say a lot about who you are and what you do, and using the right signs and graphics can make a real difference for your business, event or organization. You want to get noticed and FASTSIGNS® can help.

Whether you need a complete sign makeover or simple graphic update, we make sign buying simple for you. We can take your idea and bring it to life, or our innovative sign designers can create a sign or sign package for you.

We use technology to streamline the sign buying process by providing on-line tools so that you can request a quote, transfer large graphic files and even proof your sign on-line – all without ever leaving your office.

Ask us about:

- Banners
- Exhibits and Displays
- Site Signs
- Labels and Decals
- Vehicle Graphics
- Window Graphics
- Posters
- Point-of-Purchase
- Architectural Signs
- Safety Signs
- Identification Signs



FASTSIGNS®

What do your signs say about you?



BEFORE



AFTER

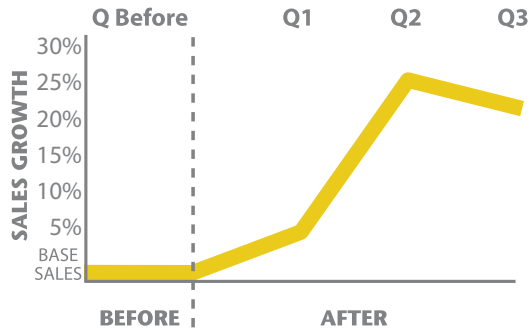


FASTSIGNS®

Restaurant Company

"Our new look has enhanced our image and our sales, and it clearly tells people what we offer."

— Gary Stitt,
Owner
Wrap Shack



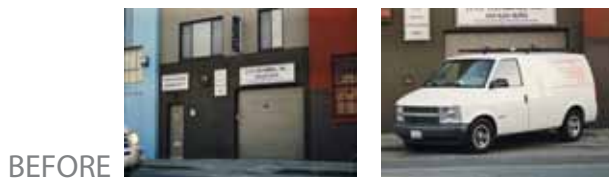
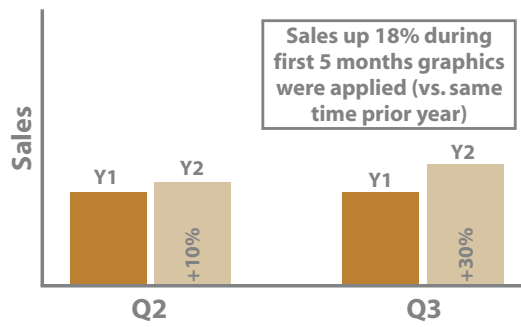
BEFORE



Service Company

"Our van and location graphics show people the quality products and services we offer. People tell us our new look is very impressive."

— Susie Hotarek,
Vice President
Lutz Plumbing, Inc.



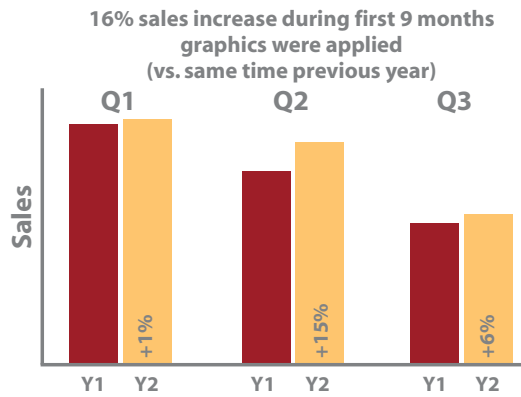
BEFORE



Manufacturing Company

"Our new graphics really stand out; some people think that they look good enough to eat! The van promotes our business whether it's driving around town or sitting in our lot. We are building awareness and increasing our sales in large part because of the new graphics."

— Rhonda Morkes,
Owner
Morkes Chocolates



BEFORE



Your Company

Changes to the signs in all three of the examples above translated into more visibility and increased sales following the installation of the new graphics. If your business could use a sign makeover – or if you would like to learn more about using the right signs for your business – choose FASTSIGNS®. Visit us at www.fastsigns.com to learn more.

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