

# Case Studies of Brand Stories



POINT OF  
PURCHASE



SURVEYING &  
PERMITTING



BRAND  
INTEGRITY



PROJECT  
PLANNING



PROMOTIONAL  
PRODUCTS



SIGNS &  
GRAPHICS



CONTENT  
DEVELOPMENT



INSTALLATION



CONSULTING



BRAND  
INTEGRITY



GRAPHIC  
DESIGN

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Every brand has a story to tell. FASTSIGNS® centers work with customers of all sizes—and across all industries—to help them communicate their message. We create comprehensive solutions using the right mix of signs and visual graphics, and in doing so, help companies accomplish their objectives and overcome their visual communications challenges.

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## Retail Industry

## Rebranding interior décor for a retail chain with lifestyle graphics



## The Opportunity

5 Star Rental Purchase operates rent-to-own (RTO) stores in the southeast and plans to expand to additional locations. The company initially contacted FASTSIGNS® three years ago for help with signs and graphics for their first retail store in St. Petersburg, Florida.

After opening nine additional stores in two states within a few years, 5 Star Rental Purchase continued to grow and wanted to re-brand the stores. FASTSIGNS had the opportunity to continue working with 5 Star Rental Purchase to develop visual communications solutions for all store locations.

## The Challenge

5 Star Rental Purchase carries name-brand furniture, TVs, electronics and appliances in a retail setting and needed to refresh the branding before new store openings. When the CEO of

5 Star Rental Purchase approached FASTSIGNS, the company already had an effective logo and promotional materials to notify customers about promotions, but needed to develop fresh interior décor to reflect the warm, approachable nature of their retail business.

## The Solution

FASTSIGNS' Gary Lucke said the team designed and produced the visual solutions for 5 Star Rental Purchase, from vehicle graphics to window graphics to channel letters. The team worked closely with 5 Star Rental executives to create a plan for rebranding interior signs and graphics that would reflect the company's image and support the brand's aggressive growth strategy.

“Most rent-to-own places are tired looking, old and traditional,” Lucke explained. “We created a very clean look for 5 Star Rental Purchase with clear acrylic signs that mount on the wall with contemporary brushed silver hardware.”

Once approvals were granted on the concept of the designs, FASTSIGNS produced the clever frame design system that complemented the retail store's interior décor.

Lucke's cookie cutter system focuses on a modern





gallery-style hanging system with custom hardware and large 40"x60" canvas prints featuring lifestyle imagery communicating comfort and warm feelings.

The signage system is now standard for any new stores that open. The FASTSIGNS® team is also retrofitting older stores with the new look.

"We created an environment that shows a lifestyle, with families playing on a game system, and a father and son watching a flat screen TV," Lucke mentioned.



### The Result

FASTSIGNS contributed to the store environment beyond the signage products. By removing dated hanging posters, the team found a way to refresh the brand and wow customers. 5 Star Rental Purchase absolutely loved the new look that will carry the brand many years into the future.

"[Our customer] trusts us to carry out the branding. It's far beyond just sign projects," Lucke concluded.

The visual communications experts at FASTSIGNS recently completed the rebranding project for the company's newest store and 5 Star Rental Purchase continues to reap the benefits of knowledgeable project planning and executions.

\*FASTSIGNS® of Saint Petersburg, Florida is owned by Gary Lucke.





## *Helping to Rejuvenate a Brand's Identity*

### **The Opportunity**

ABC Labs®, located in Columbia, Missouri, delivers a broad array of product development and analytical testing services to the pharmaceutical, biotech, animal health, crop protection, consumer products and chemical industries. They recently repositioned their business and looked for a marketing savvy company to help implement their new branding.

### **The Challenge**

The FASTSIGNS® team needed to provide ABC with visual communications solutions that visually communicated ABC's new positioning.

### **The Solution**

Since the new logo design was already established, the next step in ABC's rebranding process was to apply it to new signs and graphics. For the exterior signage of the facility, FASTSIGNS applied dimensional lettering to all of the existing monument signs. As FASTSIGNS worked more with ABC, the team also recognized the need for a trade show display.

### **The Result**

The comprehensive solutions presented by the FASTSIGNS team included refreshed exterior and interior signage including monument signs, flags, banners, dimensional lettering and parking signs. ABC was honored with the "Best in Show" award at their convention for their new trade show display and supporting graphics from FASTSIGNS.



\*FASTSIGNS® of Columbia, Missouri is owned by BJ Hunter.



### Transforming a bank lobby and teller lines with digital signage

#### The Challenge

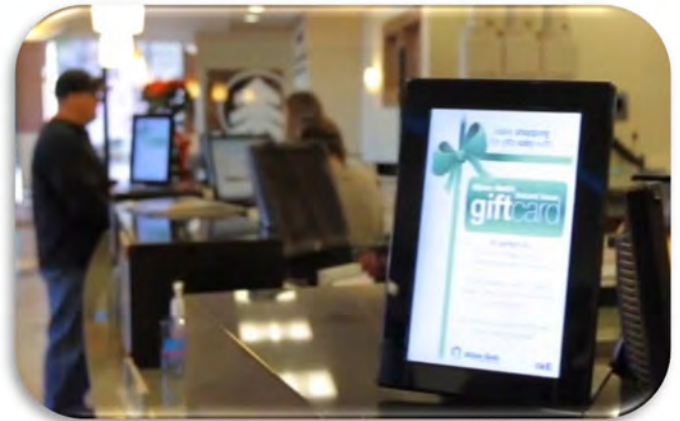
The Alpine Bank receives frequent requests from non-profit organizations to display event posters. “People ask us to put up posters to advertise events. It just looked cluttered and messy,” said Beth Drum, the Alpine Bank’s Vice-President of Marketing and PR.

#### The Solution

FASTSIGNS presented digital signage as a comprehensive solution for a neat and tidy bank lobby. Alpine Bank displays all of the promotional posters via digital signs on the teller lines and with a digital display located on a main wall. With the 8-1/2 x 11 inch Plexiglass poster holders firmly a thing of the past, Alpine Bank has embraced digital signage and the flexibility involved with changeable content.

“I can change [the digital displays] every day or every hour if I wanted to,” Drum commented. “What I really like about the digital is that we have lobby banners and Point of Sale pieces, and I can download the PDF from our corporate marketing office right onto our digital screens.”

FASTSIGNS added 10-inch digital screens on the teller lines that can display either horizontal or vertical messages. The content is simple to update with a USB flash drive and the digital signs provide marketing uniformity for the bank lobby.



#### The Result

The Alpine Bank’s staff has noticed that people view the digital signage differently than the acrylic signs.

“If it’s static and it’s in a frame, people don’t read it,” Drum observed. “If it’s something moving and it looks like a television or technology, many people standing in our teller line reading are looking at it.”

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.





### *Presenting high-end images of luxury*

#### **The Opportunity**

Autodynamica is a private automotive dealer that specializes in performance and upgrades for luxury vehicles. The owner of Autodynamica has an exclusive group clientele who ship their high-end sports cars and race cars internationally to the dealer for service.

#### **The Challenge**

FASTSIGNS® received a call from Autodynamica, a luxury dealer located just two blocks away. Autodynamica was referred to FASTSIGNS by another customer who needed racing decals for the side of a Porsche for track days. For this particular project, Autodynamica wanted FASTSIGNS to create branded signs and graphics for their showroom that would portray an exclusive customer experience.



#### **The Solution**

FASTSIGNS' Branden Ward met with the owner of Autodynamica to discuss the request for an industrial look for graphics. Autodynamica came



up with a basic concept and FASTSIGNS offered a couple of solutions.

The graphic design team captured the Autodynamica's image with sophisticated graphics that promote their brand. FASTSIGNS completed updates to Autodynamica's logo by improving the graphics with more defined lines.

As a customer pulls into the dealer's driveway, the visual experience begins with branded graphics and logos of high-end auto manufacturers. FASTSIGNS added custom wraps for the showroom doors and window graphics to give Autodynamica's products the national recognition that the customer required. The team branded the dealer's automobile lift in the garage and added floor graphics in the main entry way.





The FASTSIGNS team created dimensional logos for the dealer's main office and showroom. The customer's photographer provided photos of vehicles for inclusion in interior decor. FASTSIGNS printed and mounted on the posters showroom walls for greater visual impact while customers wait for service.

FASTSIGNS produced directional signage and graphics in visible locations. Autodynamica asked FASTSIGNS to place a quotation from Porsche atop a wall centerpiece that surrounded high-end custom rims that reads, "I couldn't find the sports car of my dreams, so I built it myself," by Ferdinand Porsche.

From corporate identity to exterior signs and interior décor, FASTSIGNS provided more solutions than the customer expected.

"We pride ourselves in our speed and persistence," Ward emphasized. "FASTSIGNS provides multiple options as soon as possible and estimates back to the customer for large projects quickly."

Now that Autodynamica is fully aware of FASTSIGNS' visual solutions including corporate branding, the customer has placed additional orders for business cards, decals and more.



### The Result

The team at FASTSIGNS has provided visual communications that work for Autodynamica. And, persistence has paid off for this project.

"This customer travels out of town and tours with the auto manufactures for their events," Ward noted. "FASTSIGNS had to make sure that the communication lines were open and it was effective and concise with this customer."

Ward has described the relationship that FASTSIGNS and Autodynamica share as a partnership. "The customer is part of our family and we're part of his family. We have mutual respect and care for how our businesses are doing."

\* FASTSIGNS® of The Woodlands is owned by Daniel Nichols.



## *Making Appealing Impressions with Vehicle Wraps and Digital Signage*

### The Opportunity

BRYN & DANE'S operates independently-owned healthy fast food restaurants that compete in the crowded local dining segment. Growing steadily over the last few years, the restaurant has turned to FASTSIGNS® for unique signage to set their brand apart. With a third location under construction, BRYN & DANE'S continues to expand their business.

### The Challenge

Meeting with FASTSIGNS to discuss their challenges, the owner of BRYN & DANE'S wanted to update their marketing and keep up with a flurry of menu changes. The FASTSIGNS team had already created eye-catching interior signs and informative menu boards when BRYN & DANE'S requested even more flexible solutions. The restaurant owner wanted to get their brand into the hands of the community and establish a regional presence.

### The Solution

FASTSIGNS consulted with BRYN & DANE'S on providing catering trucks to take the restaurant on the road for local and regional events. According to FASTSIGNS' Clint Ehlers, the scope of the project was huge – literally.

"We often step outside our normal business to deliver unparalleled customer service for our FASTSIGNS customers - i.e., finding and brokering the purchase of two catering trucks," Ehlers remarked. "Our team wrapped the 26' long



catering trucks with 3M IJ180 graphic film and outfitted them with digital displays and stereo systems."

The catering trucks express BRYN & DANE'S brand personality with their healthy slogan, "Join the Fast Food Revolution" and a larger than life cartoon created by an animator. Designed to generate brand awareness, the vehicle wraps establish the restaurant name in the community and represent BRYN & DANE'S during special events and lunch deliveries.

Inside each cafe, FASTSIGNS placed 46" ViewSonic digital kiosks with promotional content to advertise Happy Hour and other special events.







Prior to the grand opening of the newest location, content on the digital kiosk informed customers in the cafe that, “We’re Growing. You’re Slimming.” Ehlers noted that the digital kiosks solve the need for easy updates and flexible announcements.

“FASTSIGNS installed another digital kiosk to roll out BRYN & DANE’S breakfast menu along with messages promoting new locations,” he explained.

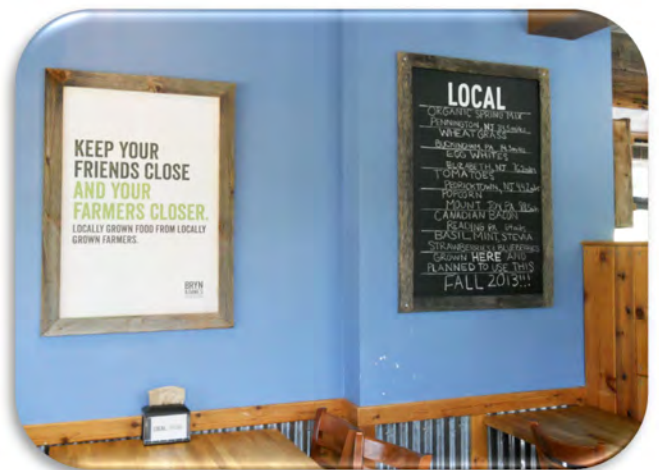
In addition to digital signage, FASTSIGNS created simple, cost-effective interior décor solutions such as framed artwork and point of purchase signs. Running with the café theme in décor and graphics, the signage touts the benefits of healthy fast food, daily specials and branded merchandise. The FASTSIGNS team provided a simple solution for décor signs using painted lettering on wood that portrays a fresh, contemporary look.

## The Result

“BRYN & DANE’S just thought of FASTSIGNS for banners,” Ehlers said. “The more we talked about becoming a marketing partner and offering strategic resources, the more projects we find to expand their business.”

FASTSIGNS continues to work with the restaurant and plans innovative signage executions including a full digital wall for menu boards in the newest location. It’s exciting to watch BRYN and DANE’S outpace the competition and hit record sales each month.

\*FASTSIGNS® of Willow Grove, Pennsylvania is owned by Clint Ehlers.



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### *Enhancing learning about school opportunities with digital signs*

#### The Opportunity

FASTSIGNS® received a customer referral for signage at the Franklin County Career and Technology Center in Chambersburg, Pennsylvania. The vocational school recently rebranded and changed their name to Career Tech.

#### The Challenge

The Career Tech Center wanted to create a cutting-edge learning environment and needed to communicate various messages to students and staff. The school wanted to point visitors in the right direction with visible signage, day and night.

#### The Solution

FASTSIGNS' Jay Sensenig met with the school's Co-Op Coordinator to discuss plans for implementing indoor and outdoor digital signage and static directional signs to help the Career Tech Center reach their goals.

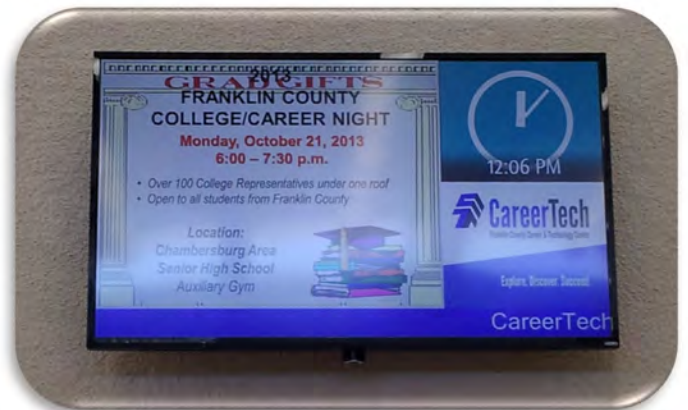
The FASTSIGNS team provided an outdoor digital sign with continuous 24/7 content. Highly visible from the road, this two-sided, LED digital sign features a 42" x 60" digital display mounted below a 46" x 60" lighted school identification sign.

The digital sign helps the school share announcements, schedules and event promotions intended for their student, staff and visitor audiences. The information on this outdoor digital



sign can be updated as often as needed. FASTSIGNS created content templates for the digital sign to help the school make updates and last-minute changes to their announcements. The FASTSIGNS team provided training on how to update the digital display remotely. Since the vocational school is focused on hand-on learning, the marketing class designs graphics for the digital signs as part of their coursework.

Inside the cafeteria of the Career Tech Center, FASTSIGNS added two 70" digital signs to display high quality images and daily announcements.





“The digital signs made it easy to communicate announcements daily and get noticed by more students,” Sensenig explained.

Sensenig’s team suggested rotating sponsorship advertising with event reminders on the largest of the multi-zone screens to reach a captive audience at lunchtime.



In addition to outfitting the school with digital signs, FASTSIGNS added custom flags to identify career programs, classrooms and offices. With custom brackets mounted to the block walls, FASTSIGNS displayed over 30

flags and color coded each zone within the school.

Wall identification signs were refreshed near the entrance to classrooms to reflect sponsoring company names.

FASTSIGNS created three outdoor directional signs to guide people throughout the campus and a lighted exterior sign to point out the main entrance. “The school holds a lot of night classes and wanted the entrance lit from the parking lot so it’s visible,” Sensenig said.



### The Result

Working with FASTSIGNS, the Career Tech Center is on the cutting edge of technology. The enhancements to signage around campus are exciting and provide the school with an opportunity to extend their messages with digital signs. FASTSIGNS continues to consult with the vocational school on more ways to use directional and parking signs to make navigating the campus easier.



\*FASTSIGNS® of Greencastle, Pennsylvania is owned and operated by Jay Sensenig.



## *A Fitness Club Sets the Pace with a Digital Kiosk to Motivate Members.*

### The Opportunity

Even established businesses need to keep up with the trends. That's why FASTSIGNS® approached longtime customer Cherry Creek Athletic Club with a unique idea to modernize their lobby entrance.

### The Challenge

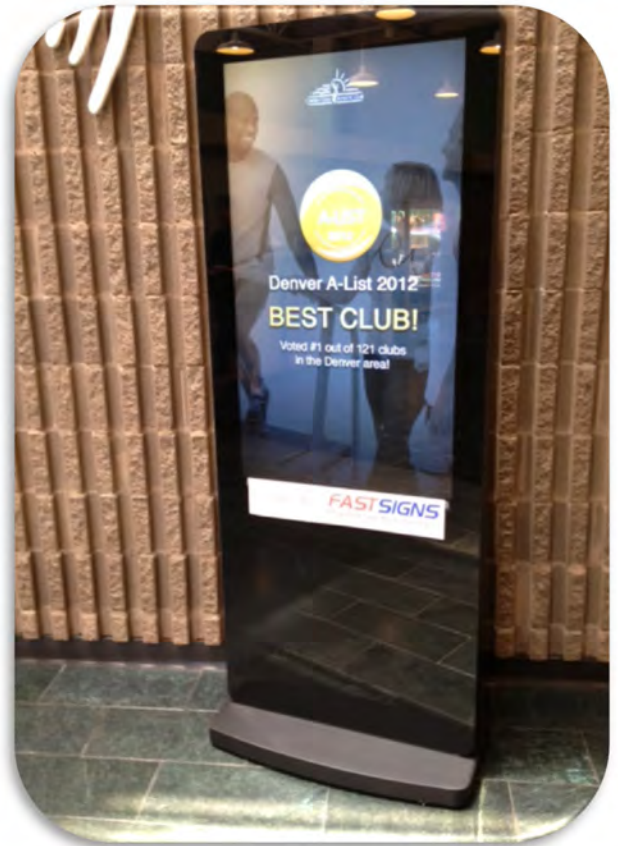
Cherry Creek is a premier athletic and health club in suburban Denver, Colorado with a 100,000 sq. ft. facility. The athletic club is an oasis of activity in an urban setting and features a year round lap pool, yoga, personal training and court sports. The variety of club activities and programs at Cherry Creek has required a host of marketing solutions, from banners to flyers and postcards, to educate and inform members about the latest offerings.

The club needed an innovative way to communicate their messages to the high volume of foot traffic that walks (and sometimes runs) through the fitness club's lobby.

### The Solution

FASTSIGNS worked with Cherry Creek's Marketing Director Clayton Millice to develop an eye-catching way of communicating information to their audience.

"We have over 4,000 members. For a while, print advertising ruled my life. I was going back and forth from [a print shop] trying to stay caught up with all of the events and programs that we had each month," Millice said.



FASTSIGNS stepped in and helped Cherry Creek Athletic Club with a visual communications solution to capture the attention of members, guests and staff who visit or work in the club. A new digital kiosk is the perfect technology-based communications tool for Cherry Creek and literally stops people in their tracks. And, the kiosk has met the club's goal of communicating with members in a timely, efficient manner.

FASTSIGNS' Andrea Hair said that prior to the installation of the digital kiosk, her team switched out banners in the club every month.

"A banner sign is great, but digital graphics have much more impact in this huge athletic club," Hair pointed out. "Cherry Creek loves the digital kiosk and we knew it would be more impactful than a plain banner stand."



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Not only has the club moved from banners and print to digital signage, but FASTSIGNS has also introduced Cherry Creek to new ways to get their messages out in a high-tech way with the cool piece of equipment.

The motion of the digital kiosk is mesmerizing and the digital display enhances the fast-paced atmosphere of the fitness club. FASTSIGNS has helped Cherry Creek to build brand and message awareness by adding graphics, animations, photos and logos to the digital kiosk.

Cherry Creek's digital kiosk communicates many different monthly promotions for the club. The content includes Cherry Creek's membership info and special events notices such as 4<sup>th</sup> of July promotions at nearby Infinity Park.

"I love the digital kiosk and the members love it because it's crisp, clean and easy to read. And, my budget is looking much better to boot," Millice said.

### The Result

The FASTSIGNS team also provides interior signage, postcards and banners for Cherry Creek, but the digital kiosk solution has elicited the most positive reaction ever.

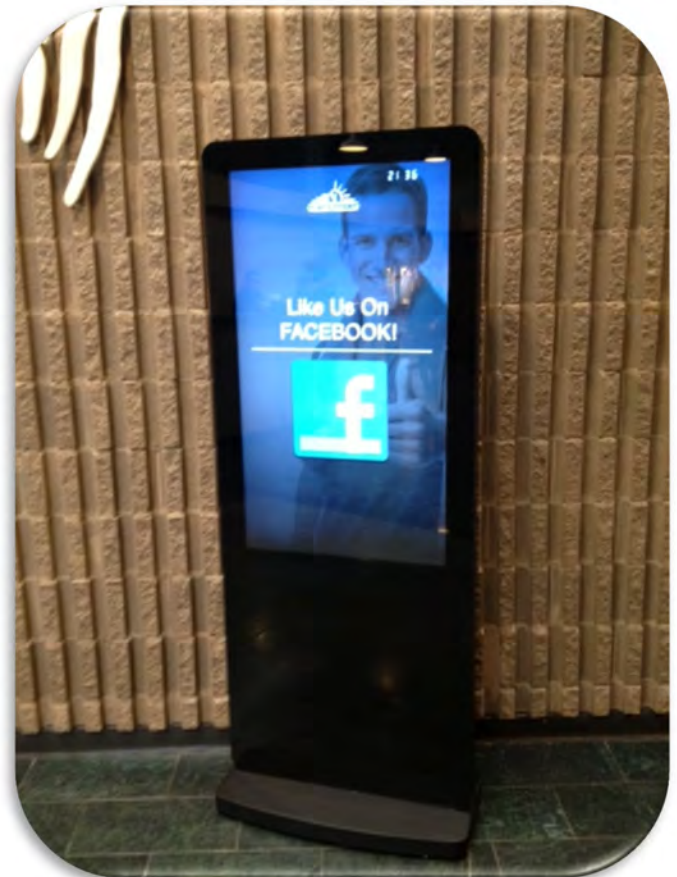
"The digital kiosk from FASTSIGNS has made my life so much easier! Instead of spending hundreds of dollars each month on posters and flyers, I can

upload images and display them in the lobby in a much more professional fashion," Millice said.

Hair also said that the digital kiosk also serves the purpose of a sales tool for the athletic club. She said that the club has a goal of increasing membership and wants to stimulate awareness of the different classes. The kiosk has streamlined the marketing process for Cherry Creek Athletic Club.

"If you are looking to cut costs in marketing for your business, I would totally recommend a digital kiosk. It has certainly worked for me," Millice remarked.

\*FASTSIGNS® of Denver, Colorado is owned by Andrea and Jerry Hair.





## Retail Industry

### *Rolling out a Signage Strategy for Chico's World Headquarters*



environment and brand their new 150,000 sq. ft. building. The company also wanted help with wayfinding signage for numerous hallways within the office space, as well as directory signage and exterior building identification.

## The Opportunity

While exterior signage certainly helps to convey branding for companies, it's a visual communications strategy that creates brand awareness and inspires brand loyalty.

For the past eleven years, FASTSIGNS has worked with Chico's FAS, Inc., a specialty retailer with a four brand portfolio and over 1,250 boutiques and outlets, to solve visibility challenges and extend branding to their corporate campus.

## The Solution

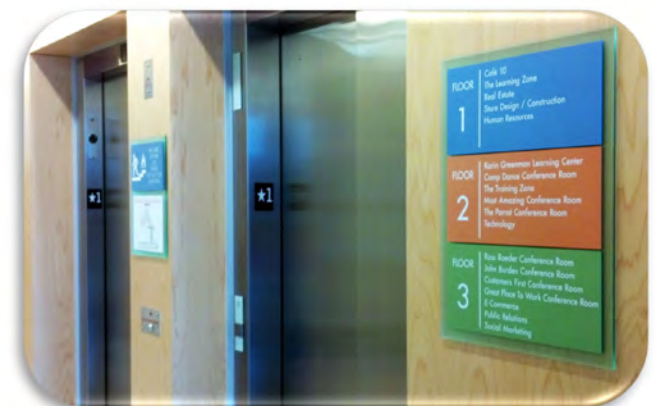
FASTSIGNS presented a signage strategy that featured three different colors on interior signage representing each floor of the building. The team conceptualized plans to tie in the Chico's contemporary look by using aluminum dimensional letters to stand out in the lobby area.

"Chico's depended on our creativity to do this project," FASTSIGNS' Paul Hill revealed. "We designed signs to match the theme using colors and fabrics provided by Chico's."

## The Challenge

When Chico's needed a variety of signs to place the spotlight on a newly constructed building, FASTSIGNS met with the company's Vice-President of Operations and a senior manager to discuss a comprehensive plan for signage.

Chico's requested aesthetically pleasing signs that would blend with their contemporary office



FASTSIGNS designed several interior logo signs and various ADA and safety signs. To finalize plans for the signage locations, FASTSIGNS researched ways to help visitors and employees navigate easily to the new building.

"We asked for the blueprints of the building, so our team could ensure Chico's had all the necessary compliant signage," FASTSIGNS' Mackenzie Young said. "We integrated ADA compliant signs using easy navigation and directions."

To enhance the exterior of the building, FASTSIGNS created two monument signs and a formed plastic building number sign to identify the location. The team added aluminum post and panel signs to identify and brand the new building with directional signs.

FASTSIGNS managed every detail of this large project to ensure that all signage was in place prior to the scheduled grand opening and big reveal of the new building.

"We were under a tight deadline," Young said. "Following up with our timeline each day helped to ensure the signage was in place for the building's grand opening."



### The Result

When the signage installation was complete, it was exciting to see visitors follow the wayfinding signs and guests stop to notice new exterior signs. And, it's gratifying when the public becomes more aware of a brand and a building through signage.

FASTSIGNS presented a unified look for the interior of the building to reinforce the Chico's brand and ensure that more customers and visitors navigate the facility with ease. The interior of Chico's new building is now very easy to navigate because of the color-coded wayfinding signs to identify each floor.

"Chico's is ecstatic with the outcome and the visitors and employees rave about the new signage," Young mentioned.

\*FASTSIGNS® of Fort Myers, Florida is owned by Paul and Terry Hill.



## Revitalizing Signs for Historic Amusement Park

### The Opportunity

Conneaut Lake Park is a family-friendly, historic amusement park located on the western side of Pennsylvania. The park and the property surrounding it offers two dozen rides, a boardwalk, a gift shop, food stands, a hotel and a camping site. The park opened in 1892 and many of the rides in place today were installed decades ago. The most famous ride is the Blue Streak roller coaster, which is celebrating its 75th anniversary.

### The Challenge

Conneaut Lake Park recovered from a fire and struggled with the economy. The park rallied support from their visitors and the community to vote for their contest entry, and won a \$10,000 FASTSIGNS makeover. The volunteer Board of trustees met with FASTSIGNS to discuss their makeover needs and ideas.



“Our park is so rich with nostalgia and history that we can’t be too drastic with changes when updating,” said Lisa Rawson, the park’s Marketing Manager.

With the park’s great background, Conneaut Lake Park wanted to maintain its rich history, attract new visitors, build business with repeat visitors and make the park a destination of choice for events and vacation-goers.

### The Solution

FASTSIGNS worked with Conneaut Lake Park to gradually repair, revamp and update the park’s signage, while maintaining the historic feel.

The main highway sign showed rust and damage over the years. The three-part electrical cabinet sign is the first sign visitors see, so it needs to draw the attention of drivers and clearly reflect the image of the park as an inviting, historical and fun getaway. FASTSIGNS refaced the existing sign cabinets, while updating some of the internal electrical pieces. Refreshing the highway sign meant keeping the same shape and title font, so visitors who have been coming to the park for years can still identify it. The bottom cabinet sign also has an updated changeable copy box making it easier for the park to update messages and promote events.

At the entrance of the park’s Midway, FASTSIGNS installed a new electrical panel sign with three interchangeable panels and new graphics to replace a wooden post and panel sign.

FASTSIGNS provided map signs with changeable panels that can be updated to help visitors navigate the park. The park uses these panels for sponsor advertisements from local businesses.



To celebrate the 75th anniversary of the Conneaut Lake Park's famous roller coaster, the Blue Streak, FASTSIGNS designed comprehensive visual solutions to promote the celebration around the park, including placement on the highway sign in the center electrical cabinet, placement at the entrance of the park's Midway and multiple weather-durable banners hung around the park.

## The Result

With the new and refreshed signage, the amusement park shows visitors and the community its unique character and history in an attractive way. In addition to the \$10,000 prize from



the MetamorphoSIGN contest, FASTSIGNS of Erie, who helped provide the signs, donated \$10,000 for signage improvements. “They were outstanding to work with,” Lisa explained. “It means so much for visitors to see the results of their votes and reward their sense of pride in our park.”

\*FASTSIGNS® of Erie, Pennsylvania is owned by Dan and Naomi Stutzman.

### *Expressing brand personality with wall graphics and interior décor*

#### The Opportunity

CustomXM, a marketing printing and strategy business, was moving their location from an industrial area to an arts district with an uptown feel in North Little Rock, Arkansas.

The company planned to expand their business and contacted FASTSIGNS® for help. CustomXM crossed state lines to work remotely with FASTSIGNS in Columbus, Indiana because the business owners had previously established a working business relationship.

#### The Challenge

FASTSIGNS met with CustomXM to learn about this business challenge, and discussed how to display creative signs and eye-catching graphics in their office environment using lifestyle graphics to reach the business' niche market.

#### The Solution

Consulting with CustomXM via email and phone, the FASTSIGNS team provided visual communications solutions to extend the company's branding to interior décor. Once the team had an understanding of CustomXM's specific needs and requirements, FASTSIGNS provided creative suggestions for graphics and signage to make a splash in the office setting.

"We wanted to express the customer's personality in their new office," FASTSIGNS' Donna Booth explained. "From the business level, we wanted to add humor and creativity."



FASTSIGNS used dimensional letters and vinyl graphics to transform an ordinary space into a wall of inspiration. The company's tagline "market smarter" became the focus of the wall and was surrounded by colorful graphics with marketing and business quotations. The wall included famous names such as Ben Franklin, Ralph Waldo Emerson, Henry Ford and even Yoda, and gave CustomXM the ability to share their favorite quotes in a fun and engaging way.

The team added lifestyle photography to an executive office. CustomXM provided the images and FASTSIGNS created interior décor to reflect warmth, sophistication and dimension in this space.





FASTSIGNS also created wall graphics to make an office setting look like a table tennis court. The company had two desks with netting between the table top desks. The whimsical graphics are a fun display of creativity and imagination that made an ordinarily white office wall fun.

FASTSIGNS shipped all of the graphics and signs to CustomXM production staff for installation.

### The Result

FASTSIGNS provided interesting visual solutions to brand CustomXM's offices. The team made a statement with their interior décor and plans to expand the graphics and visual identity solutions to a conference room in the future.

CustomXM President Paul Strack expressed his gratitude for the job well done and congratulated the FASTSIGNS team on their success.



*"All of our wall graphics look incredible. I knew this was going to look so cool, but I had no idea this whole process would be better than I ever imagined. Without a doubt, I have the coolest, hippest office."*

Paul Strack, President of CustomXM

\*FASTSIGNS® of Columbus, Indiana is owned by Donna Booth.



## *Stealing the Show with Digital Signs and Digital Kiosks*

### The Opportunity

The world is going digital. Conventions, meetings and events are at the forefront of this revolution. Digital signs and digital kiosks provide the opportunity to integrate digital media into your convention and event planning.

### The Challenge

For FASTSIGNS® International's annual convention in Dallas, the meeting planners wanted to grab the attention of convention attendees, visitors and guests.

The staff wanted to make finding rooms easier and less stressful. Meeting planners also needed to display room reservations, convention agendas and promote upcoming events such as keynote speeches and the awards dinner.

### The Solution

Digital signs and digital kiosks helped to make breakout sessions more visible, raise awareness of schedule changes and promote specific classes and upcoming events.

FASTSIGNS provided seven digital kiosks and one touch screen digital kiosk to help with wayfinding and communications. The digital kiosks provided an innovative way for FASTSIGNS to get specific content noticed in a sea of convention information and offered superior image quality. The attractive, compelling messages generated more impact with the convention audience with motion, color and movement.



The digital kiosks were placed in strategic locations near the escalators and the Vendor Show. A touch screen digital kiosk was situated near the convention registration desk where people were likely to gather or stand in line. Near the classroom doors, digital kiosks were angled for enhanced visibility as people walked down the hallways. And, a wayfinding digital kiosk was preloaded with the convention floor plans and promotions.

Matt Miles, FASTSIGNS Director of Technology, said that digital kiosks communicated rotating schedules for each classroom and promoted upcoming events.

"To identify the rooms, we used a plug and play solution that could be pre-loaded with content and scheduled in advance," Miles said.

The digital kiosks did not require internet connectivity. The convention staff decided to make changes to the kiosks using a USB/jump drive when a convention speech required more time than the original schedule allowed.





FASTSIGNS adjusted the kiosk time schedules quickly and easily.

## The Content Development

FASTSIGNS created the content for the digital kiosks in PowerPoint using animations and graphic transitions for visual appeal.

Jason Myers, FASTSIGNS' Senior Manager of Training, used content creation software called Ad Creator for the designs and uploaded three primary videos that included a list of daily activities, sponsorship recognitions and

promotions for  
the upcoming  
FASTSIGNS  
Outside Sales  
Summit.

Myers said, "Once I created the videos, I chose the days for programming and play days for the events, advertisements and promotions."



Using a separate USB/jump drive for each kiosk, Myers managed different content for each of the digital kiosks and integrated different room schedules.

The touch screen digital kiosk required Scala, the most robust and reliable digital signage software in the world. FASTSIGNS provides Scala software as a service to reduce technical requirements and the learning curve by hosting the actual server.

“[FASTSIGNS] used Scala software to make immediate changes to the schedule remotely and

without interruptions to playback,” Miles stated. “The changes were seamless to the audience.”

## The Result

Digital signage allowed FASTSIGNS to communicate more information in multiple locations. The digital kiosks were dynamic, attention-getting tools for communicating focused messages to reach convention attendees. A highly-technical presentation, digital signs and digital kiosks are less expensive and easier to deploy than printing last minute rigid signs.

Successful conventions, meetings and events require advance planning and careful marketing strategies to engage attendees and generate interest. Building a commanding presence with digital signage is a great way to capture more attention and deliver effective messages that steal the show during an important event.



### Revving up a showroom with a digital kiosk and compelling messages

#### The Challenge

The owners of Harley-Davidson® in Durango wanted to emphasize store promotions and promote events in their busy showroom.

#### The Solution

Harley-Davidson wanted to draw more attention to their messages with a digital kiosk similar to the unit placed by FASTSIGNS® in the restaurant next door. A digital kiosk was added to Harley-Davidson's showroom to help the store go digital and move their marketing into the 21<sup>st</sup> century.

With the appealing nature of moving graphics, video and animation, the digital kiosk complements Harley-Davidson's fun and exciting environment and reinforces messages from posters and other marketing materials.

Jodell Murray, the owner of Durango Harley-Davidson, is also a graphic designer. She said the digital kiosk "wasn't hard to implement it into our marketing effort." Murray appreciates that the digital kiosk is mobile and can be moved anywhere in the store.

"People walk up and because it's visually exciting, they will stand and look at the kiosk and read my messages. I'm so excited about that," Murray commented.

FASTSIGNS' Laurie Sigillito said that Harley-Davidson wanted to make the updates to the content and graphics in-house. As a marketing resource, Sigillito has consulted with Murray on



programs to help with graphics and animation on the digital kiosk.

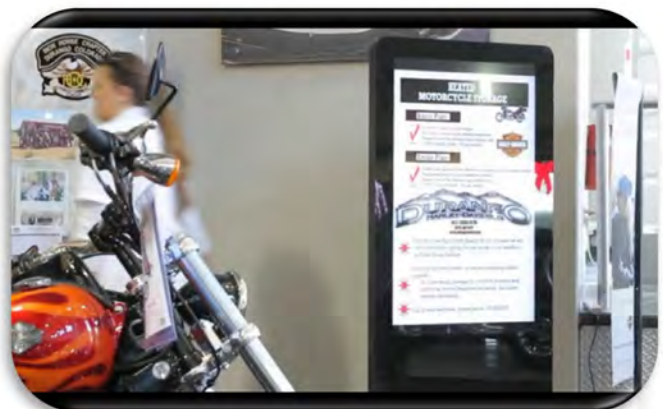
"Now I've found after talking to FASTSIGNS that I can have video, scrolling text and I can do a lot more than I'm doing right now," Murray revealed.

#### The Result

The digital kiosk offered Harley-Davidson a way to look to the future and engage customers with digital messaging.

"I love to see people walk in and look at it; it just pops," Murray explained. "FASTSIGNS is a company that is helping me grow my business."

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.



*Creating a brand refresh for a tourism center to help educate visitors*

## The Opportunity

Although it is a destination town with a historic downtown area, Durango did not have a Visitor Center easily accessible to downtown visitors. In 2012, when the Durango Business Improvement District, the Durango Area Tourism Office, Fort Lewis College and the City of Durango came together to bring a Welcome Center to Durango, they turned to FASTSIGNS®.



plan that would help solve the challenges presented.

"This was an exciting opportunity and I knew that we needed to wow them," said Laurie Sigillito, owner of the Durango FASTSIGNS.

## The Challenge

According to Bob Kunkel, Business Development Manager for the city of Durango, there were multiple challenges to face in developing the Welcome Center. First and foremost was that each year, hundreds of thousands of people come through Durango without fully realizing all that the town has to offer.

“A lot of people come through here and don’t even know there is a college here,” Kunkel provided as an example. “On the tourism side, we didn’t have an in-town facility that educated tourists in a way that a tourism community really should.”

Another challenge was that the Welcome Center needed a way to generate revenue. While serving as an information hub and valuable resource to visitors and tourists, welcome centers still need to cover their costs.



## The Solution

After meeting with representatives from the city of Durango, FASTSIGNS began putting together a



“We suggested a 5-year advertising concession contract that would allow FASTSIGNS the opportunity to create an engaging customer experience using wall mural graphics, brochure displays and digital signage,” said Sigillito. “Through this program, FASTSIGNS would create and manage an advertising program that guarantees the Durango Welcome Center \$12,000 in revenue each year from advertisers, while dazzling the tourists with all Durango has to offer.”

### The Execution

Once the proposal was approved, FASTSIGNS began by designing imagery that would completely transform the walls of the Welcome Center into picturesque murals. They used photos that portrayed the character of Durango including the historic Durango & Silverton Narrow Gauge Railroad, the Fort Lewis College campus and the beautiful, local scenery. FASTSIGNS also incorporated traditional street signs within the Welcome Center to direct visitors around to each of the different information areas, while keeping with the rich feel of the community.

In an effort to provide more of an interactive experience that would engage tourists, FASTSIGNS installed 13 digital displays of varying sizes throughout the center. Serving as the eye-catching centerpiece of the Welcome Center, is a large, state-of-the-art Christie MicroTile multi-screen digital display.

To address the challenge of building revenue for the Welcome Center, FASTSIGNS created a three-tiered advertising program called the “entice, attract and capture” program with each component designed to build upon the other. At the “entice” level, an advertiser is able to have a mini-brochure on display at the Welcome Center. If they choose the “attract” level, in addition to the mini-brochure, they are able to have a 15-second digital ad displayed on one of the many digital

displays. Finally, at the “capture” level, an advertiser is also given a dedicated wall mural graphic that is included within the overall campaign.

FASTSIGNS works with the advertisers on behalf of the Welcome Center, printing the brochures, producing the wall graphics and posters, and creating and managing the ads that go on the digital displays.

### The Results

Within two short months, the Durango Welcome Center became a living, breathing exhibit of the Durango experience for all who walk through its doors. The advertising program helps generate revenue for the Welcome Center, while encouraging local economic development and increasing spending by tourists.

“The Welcome Center has been transformed and serves as a solution to a number of issues that we had,” said Kunkel. “You’re not going to leave here without seeing the whole Durango experience.”

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.



## Financial/Banking Industry

*Banking on interior décor to transform the customer experience*



The challenge for FASTSIGNS was to alter the perception of an ordinary bank with visual communications solutions that invited customers to enjoy the bank atmosphere and feel at home in the new space.

FASTSIGNS' visual solutions for interior décor needed to reflect this warm atmosphere that ERIEBANK wanted to portray, while still ensuring brand consistency throughout the branch.

### The Solution

"We created a plan for signage to reflect their brand by consulting with executives from ERIEBANK, their advertising agency and the general contractor Building Systems, Inc.," FASTSIGNS' Dan Stutzman added. The design team created a project management book that included sample design pieces to ensure the correct customer profiles were integrated in all graphic applications.

### The Opportunity

ERIEBANK®, a division of CNB® Bank, is located in a waterfront community near Lake Erie in northern Pennsylvania.

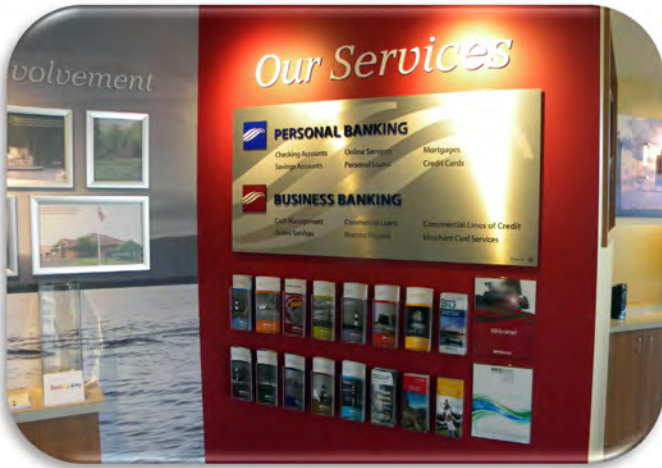
Over the last few years, ERIEBANK has expanded the number of branch locations and contacted FASTSIGNS® for assistance with new signage and graphics for multiple remodels.

FASTSIGNS helped ERIEBANK transform the branch with unique interior décor to complement customer-friendly services like wireless access and complimentary espresso. Naomi Stutzman explained that ERIEBANK really wanted to interact with the community since they are a subsidiary of a larger bank.

### The Challenge

ERIEBANK wanted to open a new style of bank branch to focus on express banking. The new branch was unique and different since it involved a strip mall location, rather than the stand-alone or new buildings used in all previous branch remodels.





## The Result

Thrilled by the new look of the bank within the retail storefront, the parent company of ERIEBANK continues to call on FASTSIGNS for visual communications solutions to meet the specific needs of each branch location.

\*FASTSIGNS® of Erie, Pennsylvania is owned by Dan and Naomi Stutzman.

“We helped ERIEBANK as they created an interactive experience in the physical environment,” Stutzman revealed. “The bank wanted to reflect their personal banking experience in the community and needed a way to present branding and interactions to the customer.”

Inside the branch, the FASTSIGNS team installed the wallpaper for a custom mural with a rowing scene to showcase ERIEBANK’s connection to the community. The black and white mural serves as the perfect backdrop behind the teller walls and coin machine. Dimensional letters with the bank’s logo on acrylic with LED lighting add to the ambiance.

FASTSIGNS integrated local photography framed with acrylics on standoffs. The team also recommended a central wall for brochures so that countertops were clear and uncluttered.

The entrance doors to the express branch were branded with graphic letters. The team created upscale branded parking signs, post and panel signs and a new cabinet for the exterior sign to identify the branch.





## *Tech Education Campaign Integrates Visual Magnetism and Digital Kiosks*

### The Challenge

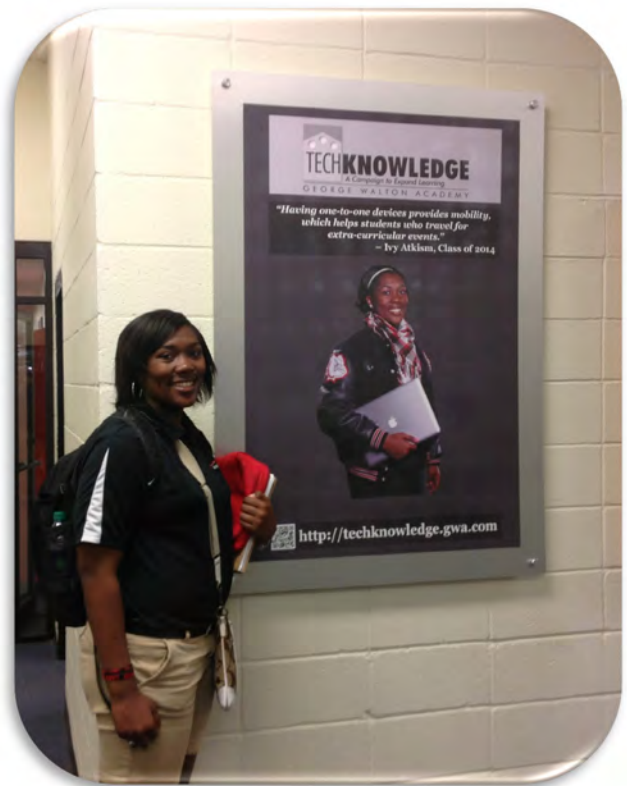
George Walton Academy (GWA), a college-prep day school in Monroe, Georgia, wanted signs and graphics to reflect the school's *TechKnowledge* campaign to expand learning through technology.

The marketing director at George Walton Academy contacted FASTSIGNS® with a request for changeable graphics to promote awareness of their technology campaign in key campus locations.

### The Solution

FASTSIGNS provided a comprehensive visual communications solution using the Visual Magnetism Graphic System® and provided two digital kiosks and banners for the private school.

With several main entrances to the campus, the school needed the flexibility to change photos of students. FASTSIGNS created stand-off displays with Visual Magnetism that features multi-layering



of graphic panels including photos, headlines, a web link and QR code. The flexible designs allow graphics to roll onto the display background for a professional mounted appearance at strategic locations such as GWA campus entrances, cafeteria and library.

FASTSIGNS' Burney Dobbs created a brushed aluminum sign with an overlay of Visual Magnetism that provides photo-quality imagery.

"The school can change the background (for the photo shoot) and change the students that they highlight, and even change their logos," Dobbs remarked.

He says that GWA students are learning how to program the digital kiosks as part of their curriculum and are really excited about updating the content for different venues.





FASTSIGNS placed one digital kiosk outside the video production/TV studio and another inside the front lobby of the school. George Walton Academy plans to use two digital kiosks to reach out to students and parents visiting the campus as they extend messages of sponsorship, campus news and events.

“When you are trying to promote the fact that you are high-tech, the digital kiosks put the school into that category,” Dobbs said.

### The Result

FASTSIGNS created comprehensive visual communications solutions for GWA that educate and inform students, parents and visitors to the campus in a high-tech way.

As George Walton Academy focuses on leading the way in technology and education, FASTSIGNS created a comprehensive plan with signs and graphics to meet the needs of the growing school.

\*FASTSIGNS® of Athens, Georgia is owned by Burney Dobbs.



*Welcoming a community to a fresh, new bakery with fresh signage*

## The Opportunity

The recent opening of the Great Harvest Bread Company in Amelia Island, Florida brought a new bakery experience to the surrounding community. In anticipation of the Great Harvest's opening, the local owners wanted to welcome new customers to the community bakery with engaging graphics and signs.

## The Challenge

Up to their elbows in bread dough, the Great Harvest Bread Co. contacted FASTSIGNS® for help with branding for their new location.

With the construction underway, the owners needed to establish brand recognition for the bakery and promote their new business presence in their community. Great Harvest Bread Co. wanted the largest exterior sign possible to draw more people to their new location and needed lively interior décor to create a warm atmosphere in the bakery.

## The Solution

With a goal of helping Great Harvest Bread sell their made-from-scratch bread, sweets, sandwiches and coffee, FASTSIGNS was ready to promote the bakery products in a compelling, visual manner. The FASTSIGNS team was up to the challenge of providing creative visual solutions to meet the bakery's list of communications needs.

Consulting with Great Harvest owners, FASTSIGNS visited the construction site and took measurements to determine the exact needs for



interior and exterior signs and graphics. With the project requirements in hand and a vision firmly in mind, FASTSIGNS mapped out a plan that incorporated Great Harvest Bread Company's brand standards, including fonts and logos.

FASTSIGNS provided large exterior logos for the building directory and building graphics, interior wall mounted letters, window graphics and point of purchase signs for different places in the bakery. The team provided magnetic menu boards that could be easily changed each month to promote new products and specials.



FASTSIGNS placed various graphics on the walls and base boards to stimulate the senses and encourage multiple sales.

“Great Harvest wanted people in the community to understand what they sold,” FASTSIGNS’ Mike Zaffaroni said. “This was an opportunity to help the customer introduce their new business to the community.”

FASTSIGNS added colorful window graphics and sophisticated, frosted vinyl door graphics to differentiate the rooms from the rest of the building.



### The Result

The Great Harvest Bread Company’s complete transformation is a stunning example of welcoming décor and signage can communicate a national brand.

The perforated window graphics added a distinct “wow” factor. The interior décor gave the owner a glimpse of what customers would experience. And, the exterior sign delivered exactly what the owner requested.



“The finished product is a dramatic sign for the building. FASTSIGNS created the sign with the maximum allowed area and customer was very happy,” said FASTSIGNS’ Jodi Thompson.

\*FASTSIGNS® of Fernandina Beach is owned by Mike Zaffaroni.





*Reaching shoppers with garden fresh visual graphics and branded signs*

### The Opportunity

Green Market operated an independent grocery store and planned to expand to a larger property with more space. The owner of Green Market, Dave Murray, contacted FASTSIGNS® to discuss the grocer's need for a branding campaign.

### The Challenge

FASTSIGNS consulted with Green Market on comprehensive visual communications solutions to help the grocery store get noticed in the community. More specifically, Green Market wanted to stand apart from the competition and needed to establish their business as a local alternative to national supermarket chains.

### The Solution

FASTSIGNS created signage as "art" to portray Green Market's message with designs, colors and signs for the greatest visual effects. The team developed signage with a hometown feel and translated Green Market's brand into custom graphics. FASTSIGNS created the community wall, printed 4' x 8' posters using imagery supplied



by a local photographer and added vinyl lettering with statements about the benefits of healthy living.

For the dairy section, FASTSIGNS provided a signage solution using a piece of cedar wood and mounted the letters to a slanted wall. FASTSIGNS' Todd Bass said this particular sign was front-lit with LEDs and angled perfectly to match the pitch of the wall.

FASTSIGNS designed signs to look like a chalk board look and point of sale fixtures to provide visual references to help shoppers find products. The team hung double-sided aisle markers mounted. A newly created café wall gives an organic feel and conveys Green Market's message with custom painted dimensional letters and graphic panels of fresh ingredients.





Custom awnings offer a classy feel in the chocolatier and deli. Hanging signs for the hot food bar included a Facebook invitation to help Green Market interact with shoppers on social media.

### The Result

The design team provided everything from printed posters to wall graphics and dimensional letters for register signs, store end caps, window graphics, and much more. In preparation for the grand opening, FASTSIGNS transformed the grocer's vision into a reality by providing



interesting signs and unique design elements.

"Our signage has crossed the barrier of branding and communication of theme in a fun, modern and artistic way that will draw comments of pleasure with our customers for years to come," Murray remarked.

Pleased with the team's delivery of all materials in a timely and professional manner, Murray commended FASTSIGNS for the creative insightfulness and willingness to push visual communications beyond their expectations. Bass and the FASTSIGNS team continue to provide Green Market with new and exciting visual solutions.

\*FASTSIGNS® of Sherman, Texas is owned by Jessica and Todd Bass.





### *Taking brand awareness to the ice*

#### The Opportunity

Four years ago, FASTSIGNS® was contacted by the Grand Rapids Griffins, West Michigan's hometown hockey team. The Griffins needed their logo printed on mesh banner so it could be frozen into the ice and FASTSIGNS was more than ready to help.

"After completing the in-ice logos the first time for the Griffins, they kept asking us to complete more and more projects," FASTSIGNS' Michael Gilpin said. "With each job, FASTSIGNS continued to impress the Griffins with the service and problem solving we provided, and that was what really solidified our place as the official sign provider for the team and Van Andel Arena."



#### The Challenge

The Grand Rapids Griffins needed solutions for getting noticed and building the team's visibility. Their goal was to promote the Griffins' brand, increase attendance and participation and communicate with visitors. The team wanted more ways to promote sponsors and get the attention of hockey fans, as well as a way to make press conferences look more professional.



#### The Solution

The Grand Rapids Griffins team has relied on FASTSIGNS for comprehensive visual communications solutions every season. When the team wanted to make their digital kiosk stand out to people walking through the concourse, FASTSIGNS branded the kiosk with graphics to draw interest from hockey fans. The kiosk takes photos with different types of background images and then uploads the image directly to Facebook. FASTSIGNS branded the kiosk for the Griffins and their sponsor Mercantile Bank to help people notice it during games.





To help increase the kiosk's use, the team created a slogan for the promotion: "Get a snapshot of your slap shot." The FASTSIGNS team then printed the slogan and an ice rink image onto an ultramount graphic that adheres to the kiosk with Velcro. With the new graphic, the kiosk is now both visually interesting and tall enough for those walking down the busy concourse to see over the crowd.

FASTSIGNS created a roller shade banner solution to cover a TV and reduce glare problems during press conferences in the team locker room.

Originally, the Griffins had requested a banner with Velcro that could be hung before interviews, but the FASTSIGNS team instead suggested the installation of a roller shade in the locker room.



That way, the shade could be ready in a moment's notice and there would be almost no risk of damage from possible improper

storage. This banner solution provided an excellent backdrop for post-game interviews and featured the Griffins' logo and sponsor name.

ensure that the headers above the 11 ticket windows are fluid and interchangeable.

### The Result

The comprehensive solutions presented by the team at FASTSIGNS, along with a wrap for the rink's Zamboni, dasher boards, usher paddles, game day promotions and many other solutions guarantee that FASTSIGNS will be the official sign provider for the Grand Rapids Griffins and Van Andel Arena for many years to come.



\*FASTSIGNS® of Grand Rapids is owned by Franchise Partners Kim and Judy Gilpin, and their son Mike.

### The Execution

The FASTSIGNS team has created numerous solutions to solve visual communications challenges including creating a banner and special bracket to make the sign identifying the guest services window visible. Additionally, FASTSIGNS designed a system with magnets and tin tape to



*Making comprehensive solutions as smooth as ice to brand a hockey arena*

### The Opportunity

Hockey Canada®, the national governing body of ice hockey for Canada, contacted FASTSIGNS® of Vancouver for signage to brand their arena in preparation for the ESSO Cup Hockey Canada tournament.

### The Challenge

The venue hosts large crowds of visitors and Hockey Canada needed to control the flow of traffic, warn attendees of restricted areas, and increase awareness about the upcoming tournament.

Hockey Canada needed signs and visual graphics that could withstand cold temperatures in their arena and adhere to various types of surfaces like concrete walls and flooring.

### The Solution

The FASTSIGNS team visited the hockey arena to take measurements of the space and test signage materials in the cold environment. FASTSIGNS recommended removable interior and exterior graphics since the venue was scheduled to host another event right after this particular tournament.

“We had only a day and a half window to install all of the building graphics,” LeBlanc commented. “The primary objective was to brand the arena to create excitement and make it clear this was a major sports event.”



FASTSIGNS produced custom fabric banners for exterior light poles in the parking lot and created window graphics to brand the entrance of the arena. With careful placement of perforated window vision vinyl, FASTSIGNS helped Hockey Canada control the arena views and alleviate traffic flow issues with attendees.

Stepping inside the hockey venue, FASTSIGNS extended the theme of the Esso Cup to the flooring and the walkways. Using designs provided by Hockey Canada, LeBlanc's team created laminated floor graphics to keep people from slipping as they moved to find their seats.







FASTSIGNS® installed graphics on concrete walls and stairways within the stadium. Using larger than life graphics of star hockey players and tournament logos, FASTSIGNS reinforced the Esso Cup's branding. The team remedied the challenge of the arena climate by using high tack vinyl material suitable for the porous surfaces and cold environments.



to identify various team equipment tables and printed boards for the sponsors, scoreboards and master tournament schedules.

The venue included several light boxes with graphics not intended to be part of this event. As a result, FASTSIGNS created temporary visual graphics to place over the existing advertisements.

Working within tight corridors and clearances required precise graphic measurements by the team. FASTSIGNS provided a scissor lift to meet the large-scale height needs of this project and assembled an installation team of skilled professionals with the expertise to complete the project in a short period of time.

### The Result

As the official sign and graphics provider for Hockey Canada's tournament, FASTSIGNS produced high-impact signage and visual graphics that were not only professional, but were also temporary and changeable. According to LeBlanc, all of the signs and graphics created by FASTSIGNS withstood the cold environment and high-traffic areas. The end result was that Hockey Canada was very happy with the project.

\*FASTSIGNS® of Vancouver is owned by Paul LeBlanc.



Outfitting the interior of the stadium with signage from all viewing points, FASTSIGNS installed colorful banners to liven up the stadium. Other visual solutions included simple, yet vibrant signs





## *Integrating signage with natural surroundings*

### The Challenge

The Kalamazoo Nature Center, a non-profit organization contacted FASTSIGNS® for help with engaging visitors. The nature center wanted to encourage people to come back for repeat visits and to communicate information about their educational programs in a memorable way.

Over the past three years, FASTSIGNS has helped the Kalamazoo Nature Center with periodic upgrades for signage, wayfinding and event graphics. The nature center needed to make another round of signage updates to raise awareness of events as well as increase participation in their programs geared to adults and children.

### The Solution

The FASTSIGNS team consulted with the Kalamazoo Nature Center to determine their specific needs for signs and graphics. FASTSIGNS proposed exterior signs and graphics that would help visitors find their way around the nature center easily, help identify key buildings and designate the traffic flow and parking areas.

By adding colorful elements and stock photography to the nature center's signage, FASTSIGNS updated the messages with graphics to grab the attention of visitors with visuals, such as a close up of an owl's eyes.



"We've been applying a theme for all of the nature center's different needs," FASTSIGNS' Matt Trottier said. "I think FASTSIGNS has helped the nature center present a more consistent brand. Our solutions look different than everything else around them."



The FASTSIGNS team provided a solution for the nature center's facilities and trail maps. The existing maps needed a retrofitted display to accommodate a new, larger map. By making minor adjustments to the maps, FASTSIGNS solved the challenge of wayfinding for the non-profit in a cost-efficient way.

The team has continued to create fresh designs that reflect the natural setting including retractable banner stands that were added in three prominent locations to advertise the nature center's educational programs, preschool and seasonal opportunities.

## The Result

Trottier believes that consistent communications during big projects is crucial for the FASTSIGNS team and has described the relationship with the Kalamazoo Nature Center as "a trusted partnership."

FASTSIGNS has provided sustainable, eco-friendly signage solutions to the delight of the nature center staff.



The road sign was constructed with western red cedar and all other products have been environmentally conscious, including recyclable aluminum in signage when possible, rather than plastic. Such eco-conscious decisions have allowed the Kalamazoo Nature Center to stay on track with their mission of providing enriching experiences that connect people to the natural world.

FASTSIGNS® of Kalamazoo, Michigan is owned by Matt Trottier.





### *Scoring a win for a restaurant's opening day*

#### The Opportunity

Local's Sports Bar & Grill, a new restaurant in downtown Cincinnati, was gearing up for opening day and wanted to showcase memorabilia from past and present sports figures on their interior walls.

#### The Challenge

When FASTSIGNS® contacted Local's Sports Bar & Grill, it was just a few months until the scheduled grand opening. Local's wanted to get their new location noticed quickly and needed to build brand awareness throughout the community. Their goal was to communicate a distinct theme within the pub so that patrons, guests and employees would enjoy a fun sports bar experience.

#### The Solution

FASTSIGNS provided a plan to update the exterior of the building with Local's brand. In a short amount of time, the restaurant needed new awnings to identify the new business. FASTSIGNS streamlined the process by working directly with the City of Cincinnati's zoning commission to obtain the proper sign permits.

FASTSIGNS consistently met the deadlines and delivered the new awnings as scheduled. FASTSIGNS added window graphics with the restaurant's logo to enhance the overall look of the restaurant from the street.

Looking for more ways to enrich the sports bar guest experience, FASTSIGNS created interior



décor that included wall panels of local sports surrounding booth seating, a prominent podium logo at the hostess stand and wall graphics of sports legends in the front of the restaurant.

The FASTSIGNS team added floor graphics to extend Local's brand name throughout the restaurant and even placed a logo on top of the bar. The installation of floor graphics was difficult due to the floor materials. FASTSIGNS' Ray Goff





said that his team devised a unique solution to respond to the challenge.

"[Local's] wanted a basketball half court on the floor where they were going to place gaming systems like Pac Man," Goff said. "The flooring was Pergo and we had a challenge getting the graphics to stick. We devised a way to extend laminate over the floor graphics. The owners were thrilled."



"People love the work and it looks fantastic. The whole project just came together."

*Ray Goff*

### The Result

Local's Sports Bar & Grill continues to turn to FASTSIGNS for innovative communications solutions that grab the attention of guests and provide a warm, inviting atmosphere for sports enthusiasts to enjoy food, drinks and fun. The project for Local's Bar and Grill was a homerun for FASTSIGNS.



\*FASTSIGNS® of downtown Cincinnati, Ohio is owned by Barb and Ray Goff.



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## *Teaming up with a university for creative brand identity solutions*

### The Challenge

Many universities face the challenge of branding their campuses and making their surroundings more appealing. Marian University, a liberal arts college in Fond du Lac, Wisconsin, hosts a number of community and athletic events and wanted to update the look of their campus.

FASTSIGNS® Outside Sales Manager Mark Van Ermen approached Marian University with a phone call to inquire about their branding challenges. Then, Van Ermen met with Lisa Kidd, Director of University Relations, to discuss changeable décor and flexible signage solutions.

### The Solution

FASTSIGNS toured the university campus to evaluate the areas for improvement and made suggestions for wall murals, street pole banners, dimensional lettering, banners and window decals.

The university chose to work on the most impactful projects first, including adjustable signage for their Athletics Wall of Fame to accommodate the need for expansion on a Lannon stone wall. The athletics building received a signage refresh with dimensional letters and multi-layered acrylic signs that stand off from the wall, featuring athletes and leaving space for new honorees.

Managing the projects, FASTSIGNS “took our initial ideas and translated them to the most feasible solution and considered the look, design, installation and cost,” Kidd said.



“Our vision was to create impactful signage for the Wall of Fame,” Van Ermen explained. “We wanted to provide a flexible concept that the university could change and expand in the future.”

FASTSIGNS placed branded signs around the campus to reflect the student lifestyle and enhance the visitor’s experience. In the welcome center, FASTSIGNS created wall graphics with a collage of the university’s chapel. The hallways of the administration building feature digitally printed wall murals.

Other visual communications solutions involved lifestyle photos, wall décor and dimensional letters to brand the college in the offices of Student Engagement and Security.







“We were able to provide multiple solutions for visual graphics to brighten the look of the university and make the campus environment more comfortable,” Van Ermen said.

For the university’s exterior signage needs, FASTSIGNS created 28’x16’ framed banners for the field house to help the university increase the visibility of key athletic sports. The team also added exterior dimensional letters on the field house. To round out the host of solutions for athletics, FASTSIGNS developed a frame system for sponsorship boards to help the university generate advertising revenue.



## The Result

From 20 foot wall murals to window graphics and tabletop banners for admission offices, Marian University’s campus was transformed with attractive signs, inviting graphics and welcoming décor.

Pleased with FASTSIGNS’ ongoing ideas and customer service, the university continues to keep their signage up to date with the help of Van Ermen and the team at FASTSIGNS. “We receive on-site visits to walk through the project, discussion of potential solutions, sample materials sent ahead for approval and on-time installation within tight timelines,” Kidd mentioned.

\*FASTSIGNS® of Milwaukee, Wisconsin is owned by Robb and Stacy Schmit.





### *A Large Solution for a MINI Project*

#### The Opportunity

When Bergstrom MINI of the Fox Valley needed help promoting their grand opening in a unique way, they contacted their longtime visual communications partner, FASTSIGNS®.

#### The Challenge

FASTSIGNS needed to bring MINI's vision to life by creating a toy box that could hold one of the dealership's vehicles.

#### The Solution

Using their large vehicle bay, FASTSIGNS built out a special frame for the toy box structure and finished it off by covering it with sign material. Once constructed, the team applied specially-designed decals that featured the name of the dealership, along with the grand opening date and a "ages 16+" guideline to mimic the box's toy counterpart. After delivering the box to the Fox River Mall, a MINI vehicle was parked inside and FASTSIGNS installed a plastic window around the box.

#### The Result

FASTSIGNS created an eye-catching and unforgettable larger-than-life display box that matched the toy box equivalent, while helping effectively spread the dealership's marketing message.



\*FASTSIGNS® of Appleton, Wisconsin is owned by Doug Brauer.



*Signage makeover helps nonprofit adopt new look*

## The Opportunity

The Mohawk Hudson Humane Society (MHHS), located in Menands, New York, is the oldest and largest animal shelter that cares for an average of 6,000 animals annually. The humane society relies on donations to fund their efforts and the work of volunteers to carry out their mission.

## The Challenge

The Mohawk Hudson Humane Society needed to extend their updated logo to signage for their 125<sup>th</sup> anniversary and FASTSIGNS® helped with a signage makeover.

With limited resources for their marketing efforts, MHHS needed an attention-getting and well-organized presence for its adoption, education and fundraising events.

## The Solution

FASTSIGNS completed a site survey to recommend signs and visual graphics. The



outdated exterior signs were updated with the bright, new logo, making the signs more eye-catching for people driving by. The site signs on the main buildings were replaced and updated, and the admissions building finally had a sign installed to direct volunteers. Next, FASTSIGNS updated the interior wayfinding plaques and added large dimensional letters to the admissions waiting area to welcome visitors.

To make sure that the humane society makes the best impression possible during educational sessions and adoption events, FASTSIGNS created a custom event package with tabletop throws, teardrop flags with photography of their animals, A-frame signs, banner stands, matching aprons for volunteers and a brochure racks.

## The Result

Once the sign makeover was complete, the Mohawk Hudson Humane Society's signs and visual graphics better represented their historic and hardworking organization. First time visitors and volunteers can easily find their way around the facility. The humane society attends many offsite events with their trade show exhibit and focuses on finding homes for the animals they serve.



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“Event signage has helped us at a recent, large adoption event,” said Brad Shear, Executive Director. “A local car dealership takes all the cars out of their showroom and allows about 15 shelters and rescue groups to bring in animals for adoption. We were the only organization with 11-foot high teardrop signs, so we were by far the most noticeable.”

\*FASTSIGNS® of Colonie, New York is owned by James Pritchard.





*Ensuring brand integrity across signage for a multi-unit business*

### The Opportunity

Muhlenhaupt + Company, a creative branding, communications and organizational development company, called upon FASTSIGNS® when their client Retrievox was acquired by Access, a leader in the records and information management industry.

### The Challenge

Muhlenhaupt + Company was responsible for the rebranding of Access, as they instantly grew nationwide and expanded into new markets. Collaborating with M + Co, FASTSIGNS needed to cohesively manage the rebranding process and help build awareness within each location. FASTSIGNS was called upon to find solutions for wayfinding, communicating with visitors, and enhancing safety at each branch.

### The Solution

FASTSIGNS solved brand integrity challenges with visual solutions for 15 Access locations and 10 Retrievox locations. The FASTSIGNS team worked with Muhlenhaupt + Company to provide interior and exterior signage and vehicle graphics that met their branding needs.



"We carried out their vision for brand integrity," FASTSIGNS' owner Kevin Mengel explained. "The marketing company wanted everything exactly right so that the logos and colors looked the same in each location."

FASTSIGNS team maintained brand consistency with colors and materials for Access. FASTSIGNS printed all of the new signs and graphics and coordinated the installations in multiple states.

The team also created banner stands, acrylic signs with standoffs, wall graphics, interior and exterior dimensional letters, decals, banners and interior PVC wall signage.





After removing the old branded vehicle graphics, FASTSIGNS wrapped Access' fleet in several states. Since the company dispatches their custom built trucks for shredding and storage purposes, FASTSIGNS provided customized vehicle graphics to help Access with visibility and brand awareness on the road.

FASTSIGNS' Outside Sales Professional Nick Silvano said, "We met their deadlines for walkthroughs and other scheduled events."

## The Result

The most important outcome was achieving the "wow-factor" for Access. By rebranding the facilities and vehicles, the FASTSIGNS team helped Access show their customers and employees that they value their brand and image nationwide - on the road, in the office, and in the warehouse.

The success of Mengel's team can be attributed to FASTSIGNS' comprehensive plan for project planning and management to meet deadlines and exceed the expectations of Access' marketing agency.

\*FASTSIGNS® of King of Prussia, Pennsylvania is owned by Kevin Mengel.





## *Changing the flow of a campus with strategically placed signage*

### The Opportunity

Nebraska Christian College introduced new branding and called FASTSIGNS® to help extend their new logo and reflect a color change from blue to red throughout the campus.

### The Challenge

The college needed to change the flow of parking lots, designate visitor entrances, and provide directions inside buildings to help people find their way. Nebraska Christian College wanted wayfinding signage and their interior wall space was very limited.

### The Solution

Meeting with the Nebraska Christian College's Vice-President of Operations, FASTSIGNS conducted an initial walkthrough and site survey of the areas requiring new signs and graphics.

"We did a big walkthrough consultation in the spring to determine the needs," FASTSIGNS' Mary Beckwith explained. "Once the college determined their budget, we completed the projects before the start of the new school year."

The FASTSIGNS team branded the campus with welcoming flags to direct visitors along the drive to the main building. The team added wayfinding signs with reflective directional arrows to point the way to the welcome center and other buildings. The exterior signage required a powder coating to create a durable finish that is tougher than traditional paint and is weather-resistant.



The interior décor updates included canvas prints with standoffs in the conference room. FASTSIGNS completed much of the artwork and worked with the college's creative department to extend their branding.

"We printed the art on canvas so it looks like a painting," Beckwith remarked. "We wrapped the canvas around PVC and used silver standoffs to mount the artwork in the conference room off the main lobby."

Making a strong statement in the lobby was also important to Nebraska Christian College. Using a router, FASTSIGNS created 3D lobby signage with dimensional letters and the letters "NC" with white PVC mounted on clear acrylic with standoffs.





# FASTSIGNS® CASE STUDY

## Nebraska Christian College

“People love the dimensional letters and the logo is the first thing you see when you walk in to the campus and the main office,” Beckwith said.

FASTSIGNS created 20 directional graphics as a simple, yet effective way to use the ceiling light boxes. FASTSIGNS wrapped the edges of ceiling lights in the hallways as a clever way to provide directions despite the limited wall space. The vinyl graphics allow FASTSIGNS to showcase the college’s logo and brand color.

Proving that signage doesn’t have to be large to make a big difference, these directional signs also show that signs don’t require walls for wayfinding.



campus, FASTSIGNS branded everything from the doors to the hallways with red to reinforce the college’s brand. Working on several jobs simultaneously, the team provides ongoing consultation to help Nebraska Christian College.

\*FASTSIGNS® of Omaha, Nebraska is owned by Robert and Mary Beckwith.



### The Result

“It was a complete rebranding to meet their branding requirements,” Beckwith commented. “In the future, the college wants to provide themes for their classroom. Other fun projects will include wrapping a logo on a ping pong table and creating logos for their sports teams.”

From a wall timeline project to directional wayfinding and logos throughout the



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### *Branding to reach nutrition fanatics*

#### **The Opportunity**

Three years ago, a body builder and certified sports nutritionist contacted FASTSIGNS® for help with creating product labels, banners and business cards. When growing online sales pushed the entrepreneur's brand, New Dawn Nutrition, into a storefront in 2012, FASTSIGNS consulted with the owner on brand identity solutions for the new space.

#### **The Challenge**

Create a high-impact way to sell new nutritional products and to draw attention to the physical location. Inspired by New Dawn Nutrition's goal of competing with national brands, FASTSIGNS accepted the challenge of creating compelling graphics. From the start, New Dawn Nutrition wanted to put together a professional look to reveal their products during a scheduled grand opening.

#### **The Solution**

FASTSIGNS created logos and graphics that provided a brand identity for New Dawn Nutrition. FASTSIGNS' visual consultants provided recommendations for the design and installation of signs and graphics using blueprints of the new store's layout. FASTSIGNS added point of purchase signs with photos in the protein and fat burning areas of the store and designated specific product lines with stand-alone graphics and displays.

"We wanted to display New Dawn Nutrition's logo in as many places as possible," said FASTSIGNS' Mark Cullinane. "The customer had an open mind and liked cool, up-to-date visual graphics."



FASTSIGNS focused their team efforts on brand consistency for New Dawn Nutrition and created everything from an aluminum sign behind the register to a wall-mounted sign featuring the company's mission statement. New Dawn Nutrition's logo was repeated on captivating interior décor, engaging point of purchase displays and attention-grabbing product displays.



"For the startup of New Dawn Nutrition, we made sure the customer was aware of all that FASTSIGNS could create," Cullinane remarked.

FASTSIGNS routed dimensional letters that were placed near the register and produced logos with a flatbed printer to go on ceiling tiles. The center added graphics to wrap a freezer for protein bread and integrated New Dawn Nutrition's logo to make the graphics look like an ice cube.







FASTSIGNS helped the customer discover innovative solutions to promote their business, including wall and window graphics, vehicle graphics, and much more. FASTSIGNS created banner stands for New Dawn Nutrition to take on the road to body building competitions and trade show graphics to use as the customer went about achieving their goal of becoming more active within the community.

### The Result

According to FASTSIGNS' Bob Danielson, "New Dawn quickly became the place to go for serious fitness buffs. New Dawn is meeting sales goals and getting attention from professional athletes to create relationships and partnerships."

FASTSIGNS created more visibility for New Dawn Nutrition with comprehensive visual solutions

that branded their new retail store. The nutrition company has increased brand awareness, sold more nutritional products and become the go-to source for nutrition fanatics.

"The customer was excited and wants to continue growing, improving and evolving the business," Cullinane emphasized. "New Dawn Nutrition knows that FASTSIGNS can provide the visibility strategies and graphics to help them grow nationwide."

What's next for New Dawn Nutrition? A mobile website and a QR code to better blend the online and offline experience for their customers.

\*FASTSIGNS® of Omaha, Nebraska is owned by Bob Danielson.





*Creating the wow factor to energize the college's athletics facility*

### The Opportunity

For many years, FASTSIGNS® has cultivated a working relationship with North Central College, a private liberal arts college located in the Chicago suburb of Naperville. FASTSIGNS has created everything for the college from wayfinding campus signage, campus maps, interior ADA signage and light pole banners to football stadium signage and even bronze plaques.

North Central College was preparing to host the NCAA Div. III indoor track and field national championships in their state-of-the-art residence hall/recreation center and called on FASTSIGNS for help with graphics.

### The Challenge

North Central College wanted to increase brand awareness and build name recognition in the competition arena and brand the athletic locker rooms.

### The Solution

FASTSIGNS suggested an innovative way to brand the interior walls of the competition arena. While attending the annual FASTSIGNS convention, Shane Beard learned about the applications of 3M graphic film at the annual FASTSIGNS convention and realized that the product was the perfect solution for the college.

"I stopped by the 3M booth at our convention and loved the concrete film product. I emailed my contact at North Central College right then and wanted them to know that I was thinking of how we could use the product," Beard said.



FASTSIGNS added the 3M graphic film to the large interior wall located next to the track. The 3M film can adhere to textured surfaces such as concrete block, brick, tile, cement or stucco and is removable and less expensive than painting. This product can be used to create realistic looking photos on textured surfaces and is a great alternative to banners or rigid boards.

"When people see things like this concrete film, it's new and different and no one else has it," Beard remarked. "I think it's a very cool product that we can use right here at FASTSIGNS."

FASTSIGNS created attention-getting wall graphics that match the college's PMS colors and measure 60 feet wide and 4 feet high that feature the North Central College logo and the name of the



track facility. FASTSIGNS also emblazoned two locker rooms with the North Central College logo.

After experimenting with the product and communicating with reps from 3M, FASTSIGNS was confident about installing the complicated wall graphics. FASTSIGNS created the wall graphics and installed logos and lettering with a specialty foam roller. Using a heat gun at a high temperature and positioned two inches away, the wall graphics were installed at a rate of two inches per second.

"The graphics adhered phenomenally," Beard revealed. "I know you can't rush the installation. This is my first big job with the concrete film and it took almost 12 hours to install."

### The Result

Jim Godo, Asst. Vice President of Marketing and Communications at North Central College said, "The impact is powerful; people are greeted with our school colors and the name of the institution."

The wall graphics attract the interest of people walking by and enhance the competition arena by providing a splash of color.

"The graphics accomplished our goals," Godo explained. "But, it's more than putting letters on the wall...there's the pride factor and we're all proud to be a part of a great institution."



FASTSIGNS expects to continue to serve the college's sign and graphics needs in innovative ways. Beard managed several other projects at the same time as the wall graphics including light pole banners to advertise the NCAA track and field events that hung in downtown Naperville, walkway signs and bookstore graphics.

"We are North Central College's number one vendor when it comes to anything sign related, whether it's interior or exterior. It's a great partnership," Beard said.

\*FASTSIGNS® of Naperville, Illinois is owned by Shane Beard.





*Recognizing the significance of timeless signage and visual graphics*

### The Opportunity

O Bee Credit Union has been an important part of the community in Thurston County, Washington since 1955. Initially serving just the Olympia Brewing company's employees, the credit union expanded to five branches to provide financial services for their entire community.

### The Challenge

O Bee Credit Union called FASTSIGNS® for help with re-branding their branch locations. Although the architecture of each branch varies, O Bee wanted FASTSIGNS to provide visual communications solutions to identify each unique community location.

### The Solution

FASTSIGNS consulted with O Bee Credit Union's Vice President of Marketing to update the look of all branches. Starting with a branch located inside a supermarket, FASTSIGNS added LED Halo logoed signage to draw attention to the credit union's presence.



"The teller window in the branch office needed something to let people they are there, so we used Halo lighting to brighten up a dark area of the supermarket," FASTSIGNS' Center Manager Keli Brigham commented.

Integrating historic photos of the original brewery, FASTSIGNS created wallpaper that provided a community focused backdrop for the credit union's teller lines. FASTSIGNS' Grace Kendall explained, "Our team provided complete wall coverage with printed wallpaper for all interiors with the sepia-toned antique photos from the Old Olympia Brewery, the founding company for the credit union."







“These projects are continuous,” Brigham explained. “O Bee Credit Union comes to us when they need posters and fliers to keep their branches updated.”

### The Result

FASTSIGNS helped O Bee with an overall transformation of each credit union branch. Extending their branding to their décor with visual graphics for office spaces, O Bee credit union was pleased with window graphics that delivered just the right amount of natural light for the interior offices and provided privacy from the road.

FASTSIGNS used the credit union’s logo as part of a solution to completely cover the windows and provide exterior backdrops. “We covered all large windows and some exterior walls with window perforation graphics for complete coverage,” Kendall remarked.

FASTSIGNS implemented O Bee’s design themes, resulting in grand re-openings that presented the credit union’s timeless look for the community’s credit union.

\*FASTSIGNS® of Olympia - Lacey, Washington is owned by Grace Kendall.

The FASTSIGNS team transformed the credit union branches with interior signs for a lobby entrance, room identification signs and door signage. Decals were added to ATMs and personal office spaces were made consistent branch by branch. The team also provided printed materials to keep credit union members and potential customers informed.



## Modernizing a building's main entrance with digital signs

## The Opportunity

For over five years, FASTSIGNS® has worked with the Raritan Bay Medical Center on comprehensive solutions using signs and graphics. The medical center's Old Bridge Medical Arts building has relied on a directory board that needed altering every month, as doctors and office names were constantly changing.

## The Challenge

The medical center wanted to make the building directory updates easier and needed to generate more attention for their promotions and events. The traditional bulletin board needed a major overhaul and the hospital requested a modern, updated look. Overall, the hospital wanted to promote their brand image in a more attractive manner and FASTSIGNS was pleased to help.

## The Solution

After consulting with marketing representatives from the medical center, FASTSIGNS created a plan to replace the old building directory and announcement bulletin board with engaging digital signs. The team added dimensional letters to brand the wall where the digital signs were placed. FASTSIGNS created a custom brochure rack, complete with finished brochures that the team designed and printed.

The two 42" e-poster digital signs are the perfect fit for Old Bridge Medical Arts' main entrance, which receives a tremendous amount of traffic from patients, staff and visitors. The first e-poster has replaced the building directory and is preloaded with Ad Player software that



FASTSIGNS configures for the hospital. This digital sign displays the names of over 35 different building tenants and more than 70 doctors.

"The legibility of the digital signs is great," FASTSIGNS' Tim Belmont said. "The customer has elderly clients coming in and it's always concise and in alphabetical order."

The second e-poster has replaced the outdated bulletin board and promotes events or programs that medical center would traditionally advertise with posters or flyers such as weight loss services,



advertising for rehab services and facts about the hospital's sleep center.

FASTSIGNS' graphic designers upload content changes to a standard USB flash drive. In the case of the directory, FASTSIGNS has provided the graphics for the hospital and made it possible for the hospital to change doctor and office names as needed. This "plug and play" solution can be upgraded to a web-based enterprise system.

"It's a big improvement for over what they were using," Belmont explained.

### The Result

The e-posters, combined with the new wall graphics and brochure rack, portray eye-catching imagery. These digital signs present a positive, professional image for the hospital in a heavily trafficked building that receives visitors, urgent care patients, doctors, drug reps, insurance agents and employees.

FASTSIGNS has helped the medical center save time and money with the new digital signage. The e-posters are receiving positive feedback and are helping the hospital to portray a high-tech, savvy brand image.

\*FASTSIGNS® of Lawrenceville, New Jersey is owned by Bill and Joan Belmont.



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## *Refreshing properties with Modulex® signage for a contemporary look*

### The Opportunity

More than ever before, companies like Planned Properties Management rely on visual communications from FASTSIGNS® to enhance their properties and capture the essence of their brand.

### The Challenge

When Planned Property Management's Marketing Director contacted FASTSIGNS to discuss new signage, the company wanted to give their properties a contemporary look to differentiate their midsize and high-rise apartment buildings from the competition.

### The Solution

FASTSIGNS' Todd Fisher met with Planned Properties Management executives to present ideas for comprehensive solutions to replace outdated exterior signage at various buildings.

Showing photos of old signs that advertised their properties, Fisher provided an example of how the management company would benefit from the signage updates.

FASTSIGNS suggested Modulex® for enhancing the look of the buildings with the modular signage system. The modern, streamlined style of Modulex samples that Fisher demonstrated to the group were an instant hit.

FASTSIGNS provides five different lines of Modulex products and Planned Properties



Management selected Pacific Exterior to meet their specific needs.

"The company executives were fascinated by the Pacific Exterior Monolith from Modulex," Fisher explained. "They ordered blue and white exterior signs to identify five buildings."

The FASTSIGNS team provided modular signage with curved panels and a factory paint finish to withstand harsh weather. The panels were painted in the selected colors and the graphics were printed directly on the Modulex signage.

"We provided top of the line image quality with nice bright whites," Fisher remarked. "Modulex is famous for their high-quality factory paint finish that they apply to their signage, and we were very proud to offer this comprehensive solution."



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In addition to the exterior identification signs, FASTSIGNS provided several Modlex wall signs. The Pacific Exterior line from Modlex was the perfect choice to ensure a cohesive look both indoors and out.



## The Result

FASTSIGNS completed the Modlex signage updates within less than a month. Fisher's team also created boulevard pole banners for 30 buildings and large wall signs in changeable snap frames for 28 buildings for Planned Properties Management.

Fisher said he learned that Modlex is the way to go for his customers. "Everything we have done for Planned Properties Management has been to perfection," Fisher said. "We exceed their expectations and their confidence level with us is higher than ever."

\*FASTSIGNS® of Chicago – Lakeview, Illinois is owned by Todd Fisher.





### *Outfitting a new auto dealership with digital kiosks to engage customers*

#### **The Opportunity**

FASTSIGNS® previously created custom banners and posters for Quirk Chrysler Dodge Jeep Ram, and saw the opportunity to capture the interest of more customers with digital signage.

#### **The Challenge**

The dealership was relocating to a newly constructed building when a manager stopped by FASTSIGNS to order a directional sign to alert people that the dealership moved across the street. While placing the rush order for the Coroplast sign, FASTSIGNS' Stephen Duffy mentioned, "Every auto dealership needs a digital kiosk to attract attention in the showroom."

#### **The Solution**

As it turns out, Quirk Auto Dealers loved the idea of a freestanding digital kiosk, and inquired not just about one, but three digital kiosks.

The next day, the dealership purchased three 46" Christie Digital "plug and play" digital kiosks from FASTSIGNS that uses the software built into the kiosks to display content from a flash drive/USB.

"The digital kiosks look like a million bucks," Duffy remarked. "People stand and watch the content and it makes the dealership look so professional."

The dealership wanted to emphasize new and used vehicle promotions in their busy showroom. FASTSIGNS added the digital kiosks in three strategic locations to reinforce their messages and



complement other branded marketing materials. While FASTSIGNS offers content creation services, the dealership is required to play content from the automakers.

#### **The Result**

FASTSIGNS provided digital kiosks to engage customers in the auto dealership. The moving graphics, video and animation on the digital kiosks help attract the attention of people walking, standing or waiting nearby.

\*FASTSIGNS® of Hanover, Massachusetts is owned by Stephen Duffy.





### *Furnishing a sign transformation*

#### The Opportunity

The Refind Room is an online consignment shop that specializes in upscale vintage, contemporary and modern furniture. The owner of the Refind Room planned to open a new store and asked FASTSIGNS® for assistance with signs and graphics.

#### The Challenge

The Refind Room needed new signage and décor in a short amount of time. The Refind Room had an existing logo, but the owner needed to present the brand in a way that allowed people to find the new store quickly and easily.



"It was a 30-day turnaround to get the whole project completed," said FASTSIGNS' Jeff Collier.

#### The Solution

The FASTSIGNS team completed a site survey on the existing location, took pictures and measurements. The Refind Room wanted to identify their new building in a bold way and requested an exterior sign to help the showroom stand out as an independent consignment shop.

To attract customers at any time, day or night, FASTSIGNS created an illuminated exterior sign and eye-catching window graphics for better visibility, exposure and recognition.



"FASTSIGNS produced graphics to have a long life and manufactured the light cabinet to include high efficiency lights," Collier explained.

The Refind Room wanted to make potential customers aware of the business' operating hours. FASTSIGNS recommended placement of the store name and business hours on the front glass door and a stencil graphic on the walls in the front of the store. Additionally, a grand opening was being planned and FASTSIGNS created a "Now Open" banner for the event. The new store needed compliant signs and FASTSIGNS provided ADA signage as well as counter cards and point of purchase signs to build brand awareness.



#### The Result

The Refind Room's new location is more visible to the community. "The customer loved the solutions," remarked Collier. FASTSIGNS provided even more solutions after visiting the customer's location and consulting with the business owner.

\*FASTSIGNS® of St. Louis, Missouri is owned by Jeff Collier.



### *Making a name for a rental business with vehicle wraps and visual graphics*

#### The Opportunity

Rent One provides name brand rent-to-own (RTO) merchandise and operates 60 stores in nine states. When Rent One contacted FASTSIGNS® for help with visual graphics, the company was expanding into new markets.

#### The Challenge

Rent One purchased nine existing rental stores and needed to complete rebranding for all locations. To retain customer loyalty during their brand makeover, the company asked FASTSIGNS to modernize their vehicle graphics and ensure brand consistency for signage.

#### The Solution

Capturing Rent One's brand message across all signage required FASTSIGNS to overcome hurdles with local ordinances in multiple locations. The FASTSIGNS team coordinated the landlord requirements to rebrand signage for the newly acquired Rent One stores.

FASTSIGNS presented solutions for exterior signs and channel letters lit with LEDs to spotlight Rent One's unique logo with the letter "R" that transforms into the number "1."

The team completed unique point of purchase displays inside that stand off the wall. To notify customers about their name change from Blue Ribbon Rental to Rent One, FASTSIGNS created banners to celebrate the unveiling of their logo.



Rent One's brand identity campaign encompassed a sophisticated new look for all interior and exterior signs.

"Rent One wanted to safeguard brand integrity and efficiency in transformation," FASTSIGNS' Dan Stutzman remarked. "We worked with a building contractor to coordinate installation dates and quick turnarounds for each location."

The FASTSIGNS team rolled up their sleeves to solve the problem of dated vehicle graphics. With a team of four, FASTSIGNS removed and re-applied graphics on 29 vehicles in three states within one week. The debut of vehicle wraps included partial vehicle graphics, vinyl lettering with online promotions, and graphics with the company's tagline to accommodate the fleet of vans and box trucks perfectly.







Steve Carrico, Vice President and Property Development Manager of Rent One, offered his kudos to the FASTSIGNS team for making his job substantially easier. "I really want to thank you all for the attentive and skillful completion of an incredibly successful project," Carrico remarked.

\*FASTSIGNS® of Erie, Pennsylvania is owned by Dan and Naomi Stutzman.

### The Result

FASTSIGNS unveiled a complete makeover for Rent One's retail environment to celebrate their grand opening. From permits to sign installations to fleet graphics, the successful completion of multiple branding projects was a direct result of FASTSIGNS' consistent communication and clear plan to help Rent One achieve their objectives of getting noticed and building awareness.





## *Creating a killer brand to launch a product*

### The Opportunity

SCRAM Crawling Insect Killer offers an affordable, organic and safe pesticide. To launch their product, the company needed to create and build their brand, so they contacted FASTSIGNS® for help.

### The Challenge

FASTSIGNS needed to create the entire design strategy for SCRAM Crawling Insect Killer, including brand identity, packaging and online and print media. Their goal was to communicate SCRAM's message through brand design and innovative marketing solutions.

### The Solution

Working closely with their client through meetings, research and brainstorming, the design team at FASTSIGNS developed the brand's concept. Once the logo and artwork were finalized, they implemented it in various graphic solutions.



First, the label was designed for the insect killer's packaging. Because of the nature of the product, the label needed to comply with the Environmental Protection Agency's guidelines and include supplemental chemical information and instructions. FASTSIGNS accomplished this all while designing an effective and eye-catching product label. Some states' EPA requirements are very stringent, so FASTSIGNS had to modify the label design to meet different states' guidelines.





## The Result

The founder of SCRAM Crawling Insect Killer was thrilled with the FASTSIGNS branding solutions from start to finish. Originally approved in 12 states, SCRAM is now approved and available in all 50 states in the U.S. SCRAM's website and Facebook have launched using the initial branding created by FASTSIGNS, and the product's awareness continues to increase.

\*FASTSIGNS® of Cincinnati – Mason is owned by Jon Blum.

To increase awareness for the product, FASTSIGNS designed a variety of visual communications pieces including yard signs, cut-outs, vehicle decals and unique advertising posters, all emphasizing the brand's message. The yard signs and vehicle decals specifically highlighted the affordable price and that the product is made in the USA.

Branded coupons the size of business cards were also created to further promote the product during networking events or in-store promotions. On the posters and small promotional cards, FASTSIGNS included a QR code which viewers can scan on their smartphones and be taken directly to the website via their mobile devices. In addition to creating SCRAM's brand identity, FASTSIGNS also designed the creative elements and provided the photography used for the website and the iPad® application.





## Greeting restaurant customers waiting to order with a digital kiosk

### The Challenge

Serious Texas BBQ is a five location restaurant chain in Colorado that has relied on traditional signs to communicate with customers. The restaurant owners wanted to reduce the number of flyers and paper clutter and move to a digital kiosk to greet customers waiting in line.

### The Solution

FASTSIGNS® installed a digital kiosk in one of the Durango locations to promote daily specials and advertise their bottled sauces and gift cards. The digital kiosk shows mouthwatering meals to people in line as they wait to place an order.

"We had so much information to give to the public about our products and services. This is one way we could do it efficiently," said Sam Schmdit of Serious Texas BBQ.

The digital kiosk promotes all Serious Texas BBQ locations, menu items and specials such as holiday turkeys. The restaurant owners acknowledge that the digital kiosk helps promote menu items.



"Since we've had the digital sign, the items that we are trying to push are selling more at this location than the other locations. People are buying more food for parties and group events," said Justin James of Serious Texas BBQ.

The benefit of the digital kiosk is the ability to update graphics without actually ordering new signs. FASTSIGNS can quickly change menu specials on the digital kiosk and use video and animation for more visual interest.

### The Result

After FASTSIGNS placed the digital sign, sales of featured products increased and customers in line had a shorter perceived wait time. Serious Texas BBQ plans to add a digital kiosk to each location.

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.





### *Branding an industrial headquarters*

#### The Opportunity

Steinert is a global leader in separation technology solutions for scrap, waste and mining industries. The Steinert U.S. headquarters is located in Walton, Kentucky. Originally established in Germany in 1889, the company has partners and customers around the world.

#### The Challenge

After hearing that Steinert US was moving to a new location, FASTSIGNS® contacted the company and asked to work on the facility's new signage. The building had initially housed multiple businesses, so there were a number of entryways. Steinert wanted to have the building's main entrance clearly identified for visitors and employees, and wanted to present a professional appearance to please the company's European partners.

#### The Solution

FASTSIGNS surveyed the facility and came up with a number of suggestions, including both interior and exterior graphics.



FASTSIGNS created and mounted large Steinert logos on the sides of the exterior building so clients and guests could easily identify the building from afar as they enter the industrial park.



To clearly distinguish the headquarters' main entrance, the FASTSIGNS team put an awning over the entryway, displaying Steinert's black and yellow logo colors. Above the awning, the team also added a large company logo with half-inch dimensional acrylic letters.

As another solution to clearly direct customers and visitors to the appropriate entrance, the FASTSIGNS team put window graphics on the other non-entrance doors to avoid any confusion. FASTSIGNS also created a black and yellow post-and-panel sign to direct customers to the 'shipping and receiving' area.



Moving inside the facility, FASTSIGNS created and installed an interior dimensional logo in the waiting area, which created a professional and



welcoming atmosphere. The team also placed logo floor graphics throughout the building. The consistency of the Steinert logo throughout the building really brings the facility and the brand together.

### The Results

The team at FASTSIGNS was able to provide both interior and exterior visual communications solutions for Steinert's new location, which successfully represents the Steinert brand. FASTSIGNS' relationship with Steinert also led to more business, including wrapping a piece of equipment with the Steinert logo for a trade show.

\* FASTSIGNS® of Florence is owned by Rick and Maureen Schuler.





### *Brightening a corporate image*

#### **The Opportunity**

Stevenson Color Company is a printing and packaging company focused on point of sale production for large retailers.

The company contacted FASTSIGNS® when they were moving to a new facility 12 years ago. The business relationship that was formed between FASTSIGNS and Stevenson Color Company has remained solid ever since.

#### **The Challenge**

Stevenson Color's Vice President of Sales called FASTSIGNS recently and wanted more ways to get their business noticed. The company needed to re-brand their building and enhance the visibility of their exterior signage from the street so that it could be seen, especially in the evening hours.

"Stevenson Color was interested in upgrading their look and wanted to use different materials than FASTSIGNS used originally," FASTSIGNS's Jeff Cline explained. "The original dimensional letters and logo were non-illuminated and they needed a brighter presence."

#### **The Solution**

FASTSIGNS managed the project, from conceptual drawings to completion, and offered suggestions for enhancements such as halo lighting on exterior dimensional letters and an illuminated interior logo.

"Stevenson Color Company knows what it takes to capture attention for customers. This printing



company delivers visual impact for shoppers in the retail environment," Jeff Cline concluded. "FASTSIGNS chose the lighting route to make more impact."

Using paperwork and measurements from signage created 12 years before, FASTSIGNS completed an elevation photo with new artwork scaled to fit the final output size for the customer to approve.



Working directly with the local zoning authority to ensure that changes were approved, FASTSIGNS filed the paperwork for the sign permit and managed the electrical inspections required by the City of Cincinnati.



“For the new dimensional letters, FASTSIGNS ran electrical power from the main control system to the interior wall where the sign was located,” Cline said. “We made sure that we had everything we needed to help us through the process of inspections.”

Stevenson also requested graphics for a box truck and two other company vehicles. The team also updated Stevenson’s shipping and receiving directional sign from a simple wood post and panel to an aluminum sign, and enhanced the ground sign graphics with modern lettering and translucent graphics.



### The Result

The exterior signs were completed within a month and the fleet graphics for a pickup truck, box truck and van were ready shortly thereafter.

FASTSIGNS has showcased photos of Stevenson Color Company’s finished graphics and signs as a great example of FASTSIGNS’ large project management expertise.

\*FASTSIGNS® of Cincinnati, Ohio is owned by Jeff Cline.

“This printing company delivers visual impact for shoppers in the retail environment. FASTSIGNS chose the lighting route to make more impact.”

*Jeff Cline*



*Engaging digital signage advertises events and emphasizes wayfinding.*

## The Opportunity

The Classic Center expanded the size of their convention center and performing arts theatre in northeastern Georgia. The facility's exhibit hall recently doubled in size and provides even more space for conventions, trade shows and special events.

## The Challenge

The Classic Center's manager wanted to make a big impact with digital signage and contacted FASTSIGNS® for help getting the attention of visitors and guests. The Classic Center wanted to make it easier for people to find their way within the facility and to provide information about events and schedules. The Classic Center holds a variety of events and needed coverage throughout their facility to advertise the events of the day and convention center happenings.

## The Solution

FASTSIGNS consulted with the Classic Center on digital signage and wayfinding solutions to engage visitors and guests. FASTSIGNS provided 42" digital displays powered by Scala system in nine strategic locations to communicate the Classic Center's specific messages to their audience.

"We blended wayfinding with digital events listings," FASTSIGNS' Burney Dobbs said. "The Classic Center wanted to come into the world of digital and replace flyers."



The digital signs provide an excellent way for the Classic Center to go green, remove bulletin boards and eliminate the need for printed flyers.

FASTSIGNS manages the content of the digital signs remotely on behalf of the Classic Center and has created a program for the digital signs in Scala that pulls information from their booking software and populates the screens automatically and embraces their center branding.



"Everywhere we placed a digital sign, we have wayfinding and information center maps," Dobbs mentioned. "FASTSIGNS put digital signs in the hallways of the new section of the Classic Center





and we added two digital signs just outside the parking garage.”

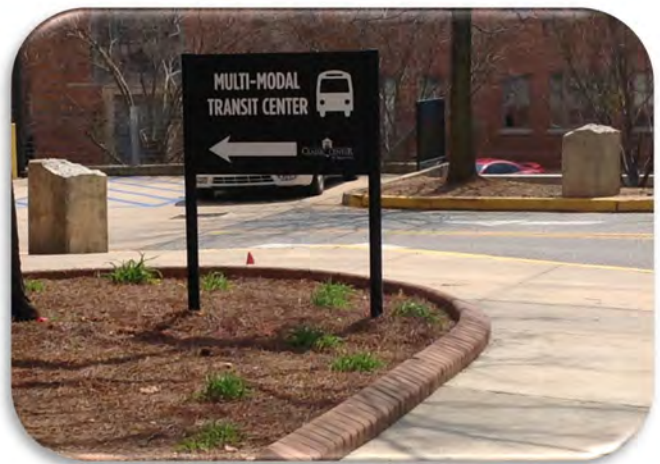
FASTSIGNS transformed the wayfinding maps into works of art with brushed aluminum stand-off signs that can be easily changed. The wayfinding maps point out the names of the rooms, emphasizing an “I” for information center in each location and are color-coded for maximum impact.

“The Classic Center is really excited about the new wayfinding signage. FASTSIGNS put the maps on brushed aluminum so that changes to the map could be made. We put the maps on one-inch stand-offs to add some depth,” Dobbs said.

When the Classic Center reopened the newly renovated facility with a grand opening event, FASTSIGNS provided signage for food vendors and sponsorship banners to promote local businesses including a hospitality group and area hotels.

In the future, FASTSIGNS plans to add several portable digital kiosks that may be moved throughout the convention and trade show floors.

\*FASTSIGNS® of Athens, Georgia is owned by Burney Dobbs.



### The Result

FASTSIGNS created a modern yet sophisticated look with digital signs and wayfinding for the Classic Center. The new digital signage revealed the facility’s new image and embraced the Classic Center’s motto, “Be Impressed.”



A digital display demonstrates guest pampering experiences

### The Challenge

The Spaaah Shop and Day Spa of Durango wanted customers and tourists to be more aware of the day spa. The challenge was promoting the day spa since it's virtually out of sight and located near the back of the shop.

"The majority of people that live in Durango, and particularly the tourists, don't know that I have a 2,000 sq. ft. day spa," said Connie Matthews, Spaaah Shop and Day Spa owner.

### The Solution

FASTSIGNS® installed a 42" dedicated digital display in the Spaaah Shop and Day Spa to help increase awareness of the spa and drive people to inquire about services beyond the retail section of the shop.

FASTSIGNS' Jessica Unruh said that the Spaaah Shop decided to have FASTSIGNS control all graphic content on the digital sign. Unruh manages the digital display offsite so that the owner can focus on pampering guests. The digital signage shows video of massage, pedicures and facials and provides graphics that highlight the day spa's services.

"This signage has multiple purposes; it not only promotes the Spaaah Shop but also specials by changing content for different products that are on-sale or being promoted throughout the months and weeks," Unruh commented.



### The Result

"As people are shopping, they can look up to the digital sign and see a beautiful day spa," Mathews explained. "It's absolutely the perfect way to make it happen."

\*FASTSIGNS® of Durango, Colorado is owned by Laurie Sigillito.





## *Pumping up a brand with vehicle graphics and flexible signage*

### The Opportunity

Certified Personal Trainer Bobby Tran began the Workhorse Lifestyle with the goal of building a brand devoted to “health, progression, work ethic and true grit”. As his “work hard, live easy” mantra took off with his client base, he needed to build his brand’s visual communications.

### The Challenge

Always on the go, Bobby needed to promote the Workhorse Lifestyle in a way that was friendly to his mobile lifestyle—easy to transport, easy to set up and easy to take down. With a strong brand and culture already in place, FASTSIGNS® ensured his signs and graphics aligned with his visual marketing strategy.

### The Solution

To help Bobby make an impression everywhere he goes, FASTSIGN used the Workhorse Lifestyle brand elements to create subtle vehicle graphics for his Jeep. For events where he sells his apparel lines, FASTSIGNS provided posters and a table cover. To round out the event signage he could use for inside events, as well as outdoors during training sessions, FASTSIGNS provided a retractable banner stand and a large, outdoor tear drop flag.

### The Result

Bobby’s new signs and graphics increase visibility and capture the attention of new, prospective clients. Whether on the road, outdoors training a large team of athletes or on a college campus selling apparel, the new visual communications promotes the Workhorse Lifestyle to a new audience, while effectively portraying the brand in a snapshot.



“The marketing products have definitely helped increase our visibility,” Bobby said. “I am able to generate visitors to my website simply by driving around in the city. Things have been going so well, I am now looking for a facility space to run my business.”

\*FASTSIGNS® of Windsor, Ontario is owned by Donna Bilodeau and Jackie Raymond.



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### *Drawing more attention for a truck stop*

#### The Opportunity

The Tucson Truck Terminal (TTT) has been a fixture on Interstate 10 west for years. Times have changed and fewer trucks are travelling the highway. More convenience store chains are popping up everywhere and retro truck stops like TTT are almost a thing of the past.

#### The Challenge

On somewhat of a whim, the owner of TTT walked into FASTSIGNS® and described his list of challenges: stiff competition from other truck stops, decreasing oil change revenues, sluggish retail sales and flat restaurant business. The truck stop needed to turn the business around by refreshing their outdated look with professional signs and graphics. The owner of TTT also wanted to encourage first time visitors to stop in for fuel, retail products and restaurant food.

“It was critical that Tucson Truck Terminal update the look and feel of all of their outlets in order to compete with truck stop chains and ultimately increase revenue,” said FASTSIGNS’ David Hirsch.

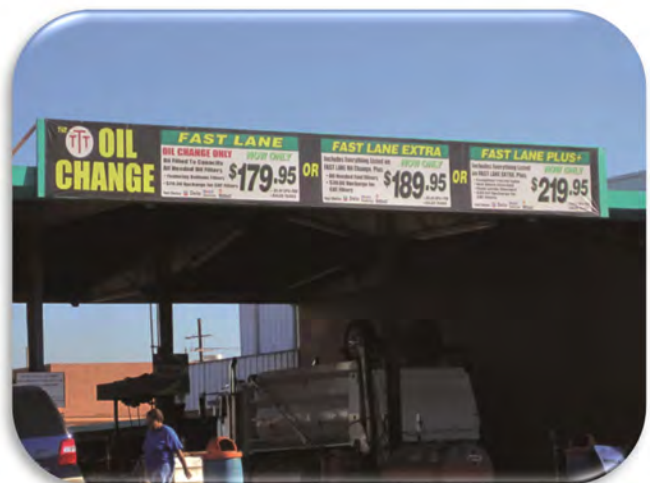
#### The Solution

The team at FASTSIGNS produced fresh ideas to promote key services and spruce up the overall look of the legendary truck stop. With a highly visible banner, FASTSIGNS advertised oil changes and sales increased substantially. The promotion was a huge success and the truck stop doubled their oil change revenues.



As a result, team was awarded the next challenge of increasing brand awareness and revenues for other parts of the business, including the restaurant, convenience store, gift shop and truck and parts store. To promote the restaurant, FASTSIGNS created table tents and placed a promotional banner on the fuel island that is visible from the interstate.

FASTSIGNS Paul Jamison said, “The customer wanted bright, shiny graphics without having to redo the entire truck stop. We updated the look and feel of the truck stop and embraced the retro-ness of the TTT by making the truck stop look brand new, shiny 1965.”



FASTSIGNS provided colorful window graphics and branded gas pump toppers with advertisements for Mr. T's specials. The team added counter-top easels and rack cards that convey the same messages inside the convenience store.

### The Result

As the preferred marketing provider for Tucson Truck Terminal, FASTSIGNS helped the locally owned truck stop to grow sales and thrive, despite the tough economy. "We made a big impact on an old school traditional business and helped them become more profitable," Jamison revealed.

Since the signs and graphics were created, the convenience store has experienced a spike in sales of high-margin items such as fountain drinks and coffee. TTT has increased the sales of oil changes, fuel, retail products and restaurant food. The oil change staff members are busier, happier and making more commissions and the truck stop employees are more aware of advertised specials. For the Tucson Truck Terminal and FASTSIGNS, it's a heartfelt win.

\* FASTSIGNS® of Tucson is owned by David Hirsch.





*Going above and beyond with visual graphics in a competitive marketplace*

### The Opportunity

University Hospitals Case Medical Center is located in Cleveland's University Circle and serves the Greater Cleveland area. The medical complex provides a full range of primary and specialty care for adults and children with a large campus and is the primary affiliate of Case Western Reserve University School of Medicine. University Hospitals was nationally awarded it the Association-McKesson Quest for Quality Prize, which recognizes healthcare facilities with outstanding leadership and innovation in quality improvement and safety.

### The Challenge

University Hospitals and Case Medical Center wanted to publicize its outstanding achievement to staff, patients, students and visitors of the community. As a long-standing customer, the medical center contacted FASTSIGNS® and presented its need for new visual communications. Cleveland is a very competitive hospital market, so University Hospitals wanted to go 'beyond the usual' with this project.



### The Solution

After assessing the need, the FASTSIGNS team came up with a multi-faceted approach that included visual communications across the entire campus and involved simultaneous installations at five locations. The comprehensive message was "No. 1 National Leader in Quality" throughout the complex. The design also included the University Hospitals logo and mentioned the American Hospital Association-McKesson.

The first solution was a hanging trapezoidal tension fabric display with dimensions of 20 feet by 20 feet by 5 feet. This dramatic display was hung inside the large food-court atrium within the hospital complex, which is a very high traffic area.



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The FASTSIGNS team assembled the display and hung it from the hospital ceiling's structural components.

The second solution was exterior signage for the pillars outside one of the hospital's main entryways. FASTSIGNS provided multiple 4 feet by 7 feet vinyl panels and placed one panel on each pillar, complimenting the architecture of the entrance.

At an older hospital entrance that has Roman-style ionic columns, the FASTSIGNS team used the building's architecture again by placing two mesh banners between them. These banners were four and a half feet wide and 15 feet long.

Because of building constraints at the entrance of the Rainbow Babies and Children's Hospital wing, conventional pole banners were used there. Finally, at the entrance from the parking garage, the FASTSIGNS team placed a 5-by-5 foot tension fabric display, so people visiting the hospital by car saw it.

### The Result

With help from FASTSIGNS, University Hospitals was able to communicate a unified, reassuring message of 'quality' across the entire complex. The team at FASTSIGNS managed every detail of the project, from the initial ideas and design, to assembly and installation. FASTSIGNS also coordinated all the safety and security procedures of each installation. University Hospitals was extremely pleased with this campaign and was impressed by the smoothness of the installation process.



\*FASTSIGNS® of Downtown Cleveland, Ohio is owned by Bernie and Kay Doyle.



## *Making history with signs and graphics*

### The Opportunity

With the 2012 Vice Presidential Debate to be held on their campus, Centre College in Danville, Kentucky needed the signs and visual graphics to promote the event and direct traffic.

### The Challenge

Millions of viewers were expected to watch Danville as this event was the only Vice Presidential debate scheduled during the 2012 election. FASTSIGNS® consulted with Centre College on a professional look for the high profile event.

### The Solution

FASTSIGNS reviewed the campus and determined that Norton Hall, (the building that would hold the debate) and the two gyms that would house the Media Filing Center and the media interview hub (known as “Spin Alley”) should be heavily branded with signs and graphics for the event.



FASTSIGNS created 10 foot by 6 foot double-sided banners that were prominently displayed in the gym's rafters. To accommodate the curvature of the ceiling, the team designed custom steel cables onsite using a lift that reached 50 feet.

The FASTSIGNS team added 3M textured surface vinyl graphics outside of Norton Hall. Using adhesive window film, FASTSIGNS branded the top windows on the building, and installed perforated window vinyl for low windows and doors. Over 100 signs were created to cover the backs of the flat screen TVs used in the Media Filing Center and Spin Alley. FASTSIGNS also printed window graphics, Coroplast® and foam core special event signage, floor graphics, and posters to direct people around the venue and promote the events.

### The Result

With the help of FASTSIGNS, Center College (and even local businesses throughout Danville) visually communicated their readiness to host the Vice Presidential Debate. During the historic event, the well-planned and well-designed signs



and graphics not only created a colorful, patriotic background, but also helped visitors stay safe and find their way around during the event.

\* FASTSIGNS® of Lexington, Kentucky is owned by Don and Conda Marcum.





### *Pointing the way to the state fair with signs and spectacular tunnel graphics*

#### The Opportunity

Once the Virginia Farm Bureau Federation took full ownership of the State Fair of Virginia, the management wanted to update the look of the fairgrounds to create excitement about the annual event.

#### The Challenge

The Farm Bureau called FASTSIGNS® with a challenge of creating new signage to give visitors an improved fair experience. In previous years, fairgoers were confused about where to go and were unaware of all the events and attractions available.

#### The Solution

FASTSIGNS' Tim Dalton, Director of Key Accounts, met with the Farm Bureau's Greg Hicks, Vice-President of Communications, to discuss ideas for directional signs and visual graphics to brand the venue. With the Virginia State Fair spread out in many different areas, the venue needed consistent branding that incorporated their new logo.

Brainstorming unique ideas to draw attention, the FASTSIGNS team designed a unique welcome graphic for the tunnel leading to the state fair. The 80 ft. by 20 ft. mural is located 200 yards from the main ticket entrance and provides a grand entrance as patrons walk to the fairgrounds. Using Rough Rap material on the concrete tunnel, FASTSIGNS provided clear graphics that were noticed by everyone entering the fair.



FASTSIGNS also suggested color coding the signage and memorable graphics to provide a cohesive look and generate visual interest.

"We worked with the Farm Bureau on color coding all of the signage and met weekly to make suggestions for new wayfinding signage," Dalton said. "It was a highly collaborative effort."

Dalton and his team designed graphics to complement the Farm Bureau's names for various locations including the Midway Madness, Festival Loop, Young MacDonald's Farm, the Thrill Pit and Kidway Rides and Games. FASTSIGNS helped to identify each section of the fairground and added signs to draw more attention to various events on the Festival Stage, the Destruction Derby and the Pig Races.





FASTSIGNS placed 20 A-frame directional signs and 12 wayfinding signs in high traffic areas at the state fair. The directional signs featured white circles designed with space for arrow decals, allowing the organizers to remove the graphics and change the signs in the future.

The fair's site signs were updated so that wayfinding, directional signs and banners were included in each fair ring, such as the Destruction Derby. The team designed a colorful fair map and directional signs with brief summaries of each fair attraction.

Initially, FASTSIGNS added vehicle graphics to a school bus to help the Farm Bureau promote the fair in a TV commercial. Fair organizers later parked the wrapped bus in different locations as a mobile advertising tool and used Facebook to promote ticket giveaways.



## The Result

The innovative design consultants at FASTSIGNS completed several branding projects for the Virginia State Fair that looked spectacular. Making a grand impression on fairgoers, the team demonstrated that any surface (including a tunnel) can be branded to give visitors a unique experience.



\*FASTSIGNS® of Richmond, Virginia is owned by Ed Fagenson and Bill Sroka.



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*Making a big splash with brand identity solutions that turn heads*

### The Opportunity

As Wave Broadband has grown steadily over the past decade, so too have the orders they place with FASTSIGNS®. After ordering a few small items over the course of five years, the company expanded to two new locations. At the same time, Wave Broadband launched a new advertising campaign and needed something more than their typical order.

### The Challenge

Wave Broadband came to FASTSIGNS when they realized they needed their branding to really make a splash, as they moved to the next level in their business. FASTSIGNS' Greg Shugarts said that the company did not have much existing branding.

"We talked about ways to tie the graphics on their storefronts and in the showrooms to their planned advertising program. We also gave Wave Broadband ideas for wrapping the MINI Coopers used for sales appointments and the Ford Transit Connect they use for installs," Shugarts explained.

### The Solution

After consulting with Wave Broadband, the FASTSIGNS team presented a plan to make a cohesive brand image for the company. The team suggested full vehicle wraps for their four MINI Coopers and a partial wrap for their Transit Connect, but the management at Wave Broadband wanted to see one car completed before they would move forward with the rest. FASTSIGNS'



installers applied the wrap to one of the MINI Coopers and once everyone at Wave Broadband saw the finished product, they were sold. The team had the green light to move forward with wrapping the other five vehicles. To complete the wraps, FASTSIGNS used solvent prints on 3M IJ-180c vinyl with 3M Window Perf.

With the vehicle wraps underway, the team began working on a variety of other solutions to bring the company's two new facilities into the Wave Broadband family while also reinforcing their brand message with potential customers. To brand the exterior of their new locations in Belfair and Tukwila, WA, FASTSIGNS created several full-color solvent window and door graphics. A two-piece, PolyMetal storefront sign with custom painted PVC dimensional letters was also built for the Tukwila location. Next, the team created 6mm



and 3mm PVC full-color solvent wall signs, Velcro-mounted mini signs, interior wall signs, hanging signs and easel back signs to use throughout the new showrooms. In the lobby at the corporate office, the team installed Gatorfoam dimensional letters layered with brushed, stainless laminate.

### The Result

When the work was complete, Wave Broadband was ecstatic about the visual impact of their storefront signs and graphics. Shugarts stated, "The MINI Coopers received extremely positive responses from employees and management at Wave, while the Transit Connect van was acknowledged by the client as the most flawless vehicle graphics installation they have ever seen. The salespeople who drive the MINI Coopers report that they get a lot of heads turning while driving all over their service areas every day."

*Just a quick email to let you know that everyone here has come by to tell me how much they love the Mini. Your team did a great job with it. And thank you for all of the attention you've given this particular job, and for explaining every process, every step of the way. We were a good team. Thanks for all of your help.*

Shugarts revealed that the project allowed the FASTSIGNS team to orchestrate the many moving parts needed to create large-scale solutions.

"Wrapping the MINI Coopers was a lot of fun for my team, since we don't usually get to work on that type of car. The final product was professional and impactful; it creates a comprehensive brand while also generating interest and awareness for their services. When you see one of those brightly colored Wave Broadband MINI Coopers driving down the road, you just can't help but look," Shugarts said.

\*FASTSIGNS® of Kirkland is owned by Greg Shugarts and Brent Pettersen.



After the completion of the project, the team also received an email from the customer, thanking them not only for their work on the vehicle wraps, but also for all of their hard work on the entire project:





## *Serving up a new recipe of signage to brand Wendy's corporate offices*

### The Opportunity

The Wendy's® Company, the third largest quick-service hamburger company in America, has been a customer of FASTSIGNS® since 1990. In 2012, Wendy's ended a merger with the Arby's Group in Atlanta and moved their headquarters back to Columbus, Ohio.

### The Challenge

Wendy's management saw the relocation as an opportunity to update their corporate office and contacted FASTSIGNS for custom signage and graphics to reflect the national rebranding. Practically speaking, this meant Wendy's wanted new signage to reinforce their brand message on their corporate campus.

"After several years of flat growth in same store sales, Wendy's was looking to rebrand their entire image," FASTSIGNS Clay Baker stated. "The rebranding plays into the overall look and direction that we wanted to accomplish."

### The Solution

FASTSIGNS met with Wendy's to discuss ways to enhance the experience of franchisees and vendors visiting the headquarters. Working with Wendy's facility management and an architectural firm on space planning, FASTSIGNS created visual interpretations of the architect's designs.

"Our team came up with ideas to bring their designs to life," Baker remarked. "It all started



with graphics in a conference room, prints of menu items and a mission statement."

FASTSIGNS interpreted design concepts in a fresh, modern way. Striking a fun and functional balance between branding and product photos, the signage provided continuity for the franchisor.

Updating Wendy's interior décor meant using simple visuals in a big way. Oversized prints of juicy burgers, crisp lettuce and a delicious Frosty were created to bring a nostalgic, yet modern feel. The corporate office wanted to show Wendy's through the years using product-themed signage and visual throw-backs to past restaurant décor.





FASTSIGNS completed dozens of wall displays as the needs of the projects expanded to include custom collages. The projects were a collaborative effort by FASTSIGNS' well experienced staff and utilized their routing, engraving and painting capabilities. The FASTSIGNS team mounted all Wendy's signage with graphic standoffs, which became the basis for all signage designs.

The team transformed the Wendy's training building into the "Dave Thomas Building" and added wall quotations by the legendary founder, as well as dimensional letters and the updated, yet iconic Wendy's logo. FASTSIGNS provided exterior wayfinding, directional signs and dimensional lettering and visually interpreted the needs of each space, whether it meant using non-glare acrylic in hallways and conference rooms or custom materials for executive offices.



Wendy's also wanted to change out photos of people attending training programs. FASTSIGNS solved the challenge by creating a magnetic display with a custom stud mounting system.

## The Result

From test kitchens to their nationwide marketing office, the Wendy's campus was covered with sign and graphics solutions by the FASTSIGNS team. Creating unexpected designs to establish the Wendy's brand was all part of FASTSIGNS' plan to serve up a new recipe of signage.

FASTSIGNS completed 67 different projects within Wendy's specific budget and has eight additional projects in the works. FASTSIGNS continues to collaborate with Wendy's to provide continuity for their signage as the franchisor grows and evolves their business.

\*FASTSIGNS® of Columbus – Northwest is owned by Clay Baker.





*A school district gains momentum with branding for athletics programs.*

### The Challenge

Willis Independent School District (ISD) is a thriving school district located just north of Conroe, Texas. The school system is a frequent customer of FASTSIGNS® and has purchased banners regularly since 2001. Willis ISD wanted to take their athletics to the next level by promoting programs with new signage and graphics. Ultimately, the school district desired to boost the attendance rates at school events.

### The Solution

With a goal of making the athletics facilities and sports programs more appealing, FASTSIGNS identified existing high schools that were successful in marketing sports programs. Then, FASTSIGNS presented a comprehensive plan that included re-branding for the district that would place the Willis ISD name everywhere and give the school district an updated look and feel for all athletics communications.

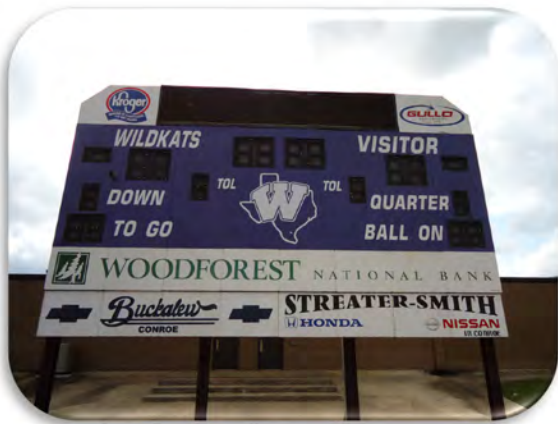


Starting with the development of a new logo, the FASTSIGNS team made the Wildkat image standard on all Willis ISD Athletic Department materials.

FASTSIGNS' Candace McCrary met with the high school's Athletic Director, who also requested a custom wrap for the football team's trailer. The branded trailer features images provided by FASTSIGNS graphic designers along with the newly designed logo.



The athletic complex signage received a complete makeover including the branding of the message center and scoreboard to reflect the school colors. FASTSIGNS added a custom Willis ISD flag next to the Texas and American flags displayed at the football fields.



"The Willis ISD parents have a sense of ownership and we have the community rallied around their new look," FASTSIGNS' Candace McCrary revealed.

Willis ISD's new branding helps the school district lead the way with cutting edge signage and graphics.

\*FASTSIGNS® of Conroe, Texas is owned by Chris and Lisa Farr.



New banners at the football stadium entrance are evidence of the school pride and feature photos of the varsity football players.

FASTSIGNS wrapped the spectator bleachers in the district's branding and presented images of star players around the baseball and softball fields.

To celebrate graduating player signings with respective universities and colleges, FASTSIGNS created a branded tablecloth and banner for use as a photography backdrop to promote the Willis ISD Athletics program.



### The Result

The amazing visual impact of Willis ISD's athletics facilities has attracted the attention of nearby school districts. The new logo change is a big deal to the community at large.





## Blending corporate offices with classrooms

## The Opportunity

The University of Windsor was building a new centre on their campus and planned to provide office space for lease. The WindsorEssex Economic Development Corporation (WEEDC) wanted to move their offices into this newly constructed building and contacted FASTSIGNS® for help with a plan for signs and graphics.



## The Challenge

As a new tenant at the university, WEEDC requested visual solutions with a contemporary look and a splash of color.

During the construction phase of the building project, the FASTSIGNS team met with WEEDC and the university to design and produce a graphics and wayfinding system that was acceptable to their customer and university executives. WEEDC wanted to build brand awareness and get their corporate offices noticed within the university setting.

finished samples to WEEDC. This process allowed the customer to know exactly what to expect for their finished solutions.

For wayfinding, FASTSIGNS recommended simple laminate engraving stock for Braille and Tactile signs in the private access areas. For the public access areas, FASTSIGNS created more elaborate acrylic Braille and Tactile signage.

With construction nearly completed, the customer realized that their boardroom and lounge needed identification on windows and doors to set the corporate workspaces apart from the student

## The Solution

The team at FASTSIGNS suggested visual solutions after identifying the needs of WEEDC's space at the university. With the project requirements and a vision in mind, FASTSIGNS met with the architect to receive a description of the finished building to be sure that the style of graphics would enhance the overall look of the building.

FASTSIGNS completed preliminary drawings of the proposed signs and graphics and provided



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areas. FASTSIGNS added colorful window graphics and sophisticated, frosted vinyl door graphics to differentiate the rooms from the rest of the building.

“The customer wanted to achieve privacy, yet look modern,” said FASTSIGNS’s Donna Bilodeau. “FASTSIGNS tried to provide a more architectural feel and we helped create their professional look.”

On the first floor of the building, the FASTSIGNS team added graphics with a frosted look to the interior glass. The second floor offices required directional signage and the team created color acrylic standoffs to direct clients to the elevators. FASTSIGNS provided color, multi-national graphics in seven languages for the interior walls and a portable, dye sublimated backdrop.

## The Result

Prior to the tenant move in date, the signs and graphics were readied for WEEDC and the windows and the wall graphics and directional signage were completed shortly after occupancy.

\*The FASTSIGNS® centre in Windsor, Ontario, Canada is co-owned by Donna Bilodeau and Jackie Raymond.



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## *Engaging Viewers with Visual Communications*

### The Opportunity

WOWT is Omaha's local NBC affiliate (Channel 6). They have diverse and creative programs on and off the air. To increase their brand awareness and to differentiate themselves from other local news stations, they called FASTSIGNS® to solve their visual communications challenges.

### The Challenge

WOWT's business objectives include having a professional presentation, being active in the community, generating advertising revenue and increasing their brand awareness. They have a very creative staff that likes to think outside of the box. FASTSIGNS needed to bring their ideas into reality through innovative marketing solutions and cutting-edge products all while staying consistent with WOWT's brand guidelines.

### The Solution

To extend the station's brand on air and in their building, FASTSIGNS provided a wide-range of visual graphics for the news studio, including dimensional signs and lettering, window graphics, interior décor, backdrops, name tags, branded microphone cubes and wayfinding signs.



To integrate the news station's branding with their wayfinding and directional signs, FASTSIGNS created arrows on sleek metal signs that reflected the brand look and feel to direct staff and visitors throughout the building.

FASTSIGNS also provided exterior building signs that illuminate at night, and a large window mural covering the entrance of the building featuring the channel's news anchors.

The station's weather deck needed enhancing, so FASTSIGNS provided a copper sign with cut-offs and suggested adding seasonal plants from the local nursery to accent the environment.

WOWT participates in many community events. To engage event participants and attendees, FASTSIGNS provided attractive tradeshow displays, banners, tents, custom barricades and flags. During the Olympic Swim Trials that WOWT was covering, FASTSIGNS provided

a backdrop and display for attendees to stand in front of and get their picture taken. WOWT then posted the pictures to their social media platforms, integrating the signs and graphics with social media. They also provided an interactive weather station for a kids' event, along with removable weather icons that participants could play with and take photos with.



At tradeshows and community events, FASTSIGNS provided branded promotional products the news station could hand out to guests, which included items such as rechargeable emergency batteries, cell phone cases, thank you cards and fun, kid-friendly lunchboxes.



Finally, for the times when the WOWT crew is offsite covering local news and events, FASTSIGNS designed and installed attractive vehicle graphics for multiple cars and news trucks to raise their brand awareness.

## The Result

With the help from FASTSIGNS, WOWT's signs and graphics present a professional and consistent image that has helped maintain their status as the number one news station in Omaha. WOWT and FASTSIGNS continue working together to come up with creative visual ideas to uphold the news station's strong brand.

\*FASTSIGNS of Omaha – 114<sup>th</sup> Street is owned by Bob Danielson.



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