

Case Studies and Success Stories



SURVEYING &
PERMITTING



BRAND
INTEGRITY



POINT OF
PURCHASE



PROMOTIONAL
PRODUCTS



PROJECT
PLANNING



SIGNS &
GRAPHICS



CONTENT
DEVELOPMENT



INSTALLATION



CONSULTING



BRAND
INTEGRITY



GRAPHIC
DESIGN

FASTSIGNS
More than fast. More than signs.®

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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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.

Welcoming and directing visitors with distinctive signs and visual graphics

The Opportunity

For many years, FASTSIGNS® has worked with Affinity Health System on multiple indoor signage projects for three hospitals and various clinics.

The Challenge

Affinity Health System needed directional wayfinding signs for a new tower and branding for a new cafeteria within their existing hospital.

The Solution

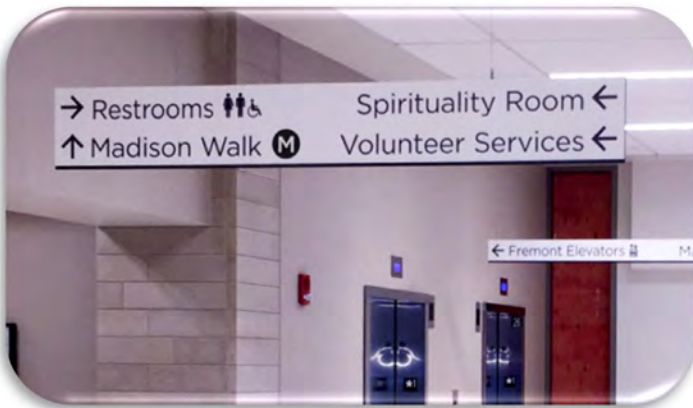
FASTSIGNS introduced signs and visual graphics that branded the healthcare facility and communicated the location of a new dining area.

Collaborating with Affinity Health, FASTSIGNS created a fresh look without the feel of a cafeteria. FASTSIGNS branded “the Marketplace” as a fine dining establishment and provided modern signage solutions for the space.



New directional signs help to point the way to the tower building and allow visitors to navigate from the existing entrance of the hospital. FASTSIGNS also provided wayfinding signs that identified all rooms and offices.





“We created wayfinding signs that helped people move from the old wing of the hospital,” FASTSIGNS’ Doug Brauer said. “We introduced an upscale look for signage in a new dining area.”

Using the hospital floor plans as a guide for each area of the new addition, FASTSIGNS created hanging signs, room identification signs, compliant ADA signage and more. The hanging signs featured oval shaped designs with dimensional letters.



FASTSIGNS provided menu boards for the Marketplace using Visual Magnetics, a flexible solution that can be easily updated with new menu items in the future.



The Result

FASTSIGNS delivered an effective wayfinding system and custom branding for the Marketplace that helped Affinity Health System introduce a distinctive look within their facility.

*FASTSIGNS® of Appleton, WI, owned by Doug & Linda Brauer.

Inspiring students and visitors to interact with a touchscreen kiosk

The Challenge

Archbishop Alter High School in Kettering, Ohio contacted FASTSIGNS® for a digital signage solution to modernize the look of their school lobby and replace bulky display units that housed 50 years of class composite photos.

The Solution

After consulting with the Alter staff, FASTSIGNS provided a touchscreen digital kiosk to help the school feature class photos, display their school events calendar and promote the City of Kettering's activity calendar.

FASTSIGNS provided a 46" touchscreen kiosk with a media player and a web-based content management system for displaying pictures, class lists and school events. The FASTSIGNS team developed the content for the digital kiosk and included digitized photo composites for the graduating classes. The interactive kiosk allows people to choose their graduation year, view names of class officers and counselors, and browse the photo galleries.



FASTSIGNS' Ron Weir said, "Because it's very interactive, you can choose to see facts about the history of the school, view enrollment information and find out about points of interest in the city."

The digital kiosk is located in front of the school's main office and runs content constantly.





Rick Willits, Director of Advancement for Alter High School, explained that the touchscreen kiosk solved their communication challenges.

“We eliminated some of the message boards in the lobby

area with the digital display,” Willits said. “We had many plaques with various awards that have now been added to each of the class sections on the touchscreen kiosk.”

The FASTSIGNS team worked with the high school’s design department to create a mobile website interface to access the content. A cloud-based content management system displays messages on the touchscreen display. FASTSIGNS added a USB Wi-Fi device to the media player for Internet connectivity.



The Result

FASTSIGNS provided a high-quality digital signage solution to stop students in their tracks and draw attention to messages in the busy educational setting. “People love the clean look and are happy about the easy searchable functionality of the unit,” Willits commented.

FASTSIGNS worked with Alter’s staff over the years on projects from wall lettering to parking lot signage to light pole flags. Weir concluded, “This project was well received beyond anyone’s expectations. The students are interacting with the kiosk and the staff is oohing and aahing about the digital kiosk.” The City of Kettering receives exposure in the community and visitors are intrigued by the easy access to categories of information on the touchscreen display.

*FASTSIGNS® of Dayton, Ohio is owned by Ron Weir.



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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.



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 Solution

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

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.



Creating a destination for relaxation using visual graphics in busy airports

The Opportunity

Be Relax® offers a unique spa boutique where travelers can unwind at the airport before taking off. The international company has expanded their retail locations to major U.S. airports and contacted FASTSIGNS® for help with signage and visual graphics.

The Challenge

Be Relax wanted FASTSIGNS to extend their spa concept to retail stores within John F. Kennedy International and Logan International Airports. The real challenge for FASTSIGNS was creating an atmosphere for Be Relax's massage and beauty services that would meet the needs of weary air travelers seeking a quiet oasis for relaxation.

The Solution

FASTSIGNS unveiled a plan for visual communications to brand the wellness stores. Working with both the Manager of Construction and Design for Be Relax and the General Contractor, FASTSIGNS created comprehensive solutions for signage to align with Be Relax's corporate brand guidelines, fit the unique layout of each store's design and create a relaxing customer experience.

Although Be Relax originally requested light boxes for backlit photos, FASTSIGNS suggested a more cost-effective alternative for wall décor: canvas that looked like sophisticated artwork.



"We showed Be Relax examples of canvas print photos that we created for other clients," FASTSIGNS' Greg Shugarts remarked. "We designed a set of canvas prints for the first Be Relax location and it was exactly what our customer was looking for."

The FASTSIGNS team provided custom wall graphics to engage customers with soothing messages such as "Loosen up before your flight" and "Your journey into well-being starts now." Customers also receive subtle reminders of Be Relax's brand message with vinyl lettering at the point of sale where spa visitors check out and make purchases.



To emphasize the store's "Beauty Bar" display, FASTSIGNS used acrylic for the double-sided LED backlit sign and created white dimensional letters to stand off the translucent blue color.

"Be Relax needed a backlit sign and wanted to make sure their dimensional letters looked great," Shugarts emphasized. "Our team made the letters 'pop' with white letters and overlaid a blue panel to make the design work."



Creating an inviting atmosphere was a fun, creative task as FASTSIGNS added simple, yet classic images of a drop of water, a flower and a stack of stones to the interior décor. FASTSIGNS produced removable decals for in-store fixtures that can be changed in the future.



Working in airports is a challenging task since FASTSIGNS needed to install all of the signage after hours when the terminals were not busy. Shugarts relied on an established network of FASTSIGNS franchisees to complete the airport installation projects.

"It's comforting to know that FASTSIGNS has such a reputable network of franchisees," Shugarts said. "I think the overall coordination and coming together of all the moving parts was the most satisfying part of the Be Relax projects."

The Result

FASTSIGNS provided the finishing touches with in-store signage and visual graphics for Be Relax and has provided off-set printing for print brochures. Rather than relying on separate sign companies for each geographic location, FASTSIGNS provided a turnkey solution at each major airport. Be Relax plans to open additional locations in other major airports and Shugart's FASTSIGNS team will support the retailer as they continue to grow.

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



Reinventing a brand to run cycles around the competition

The Opportunity

Bill's Bike Shop needed to rebrand their store in a new retail location. As an iconic part of the Idaho Falls, Idaho community since 1947, Bill's Bike Shop has grown in notoriety over the years with racing team sponsorships, cycling events and their work refurbishing bikes for area youth.

The Challenge

The owner of Bill's Bike Shop, Gary Wight, contacted FASTSIGNS® of Idaho Falls to give his business a modern look with an updated logo, signage and décor. The bike shop wanted to attract biking, running and triathlon customers and needed to get ready for grand opening and open house events.

The Solution

FASTSIGNS' Nathan Smith met with Wight when the plans were underway for the new, standalone building. During the construction project, FASTSIGNS interpreted architectural drawings with elevations and superimposed



designs for signage and wallpaper to direct people in the mountain biking and running sections of the store.

The wall décor included gallery wraps created with sectional photography montages. The design plans involved placement for all interior décor, location of lighting and placement of retail fixtures. This was all part of the plan for FASTSIGNS to help brand the new location.

"We wanted people walking in the store to know they are passionate about bicycles," Smith said.

FASTSIGNS added a site sign, exterior signs, outdoor dimensional graphics and window graphics to enhance the look of the store. "We wanted to make sure Bill's was set up with signs and graphics that not only gave the store an upscale look, but also helped the owner make more money," Smith remarked.





FASTSIGNS created interior dimensional signs with the logo to give the store a polished look. In high-traffic areas of the store, FASTSIGNS used safety signs to communicate store policies and ADA signage to keep the store accessible and compliant. "Anytime we provide dimensional signs over flat, it looks better," Smith remarked. "Our goal was to make the store look appealing."



The visual solutions provided by FASTSIGNS included branded t-shirts, employee name tags, bike stickers, menu boards, safety signage and more. FASTSIGNS designed various printed materials including business cards, gift cards and Point of Purchase signs to promote merchandise.



FASTSIGNS also created two trailer wraps to take the brand on the road to BMX races and to promote the brand wherever Bill's travels.

The Result

Bill's Bike Shop opened their doors to the community with a cohesive new look. Wight said he was impressed with Smith and the FASTSIGNS team for their willingness to embrace the large-scale project.

"I was very pleased with the logo, designs and the finishing touches they put on everything," Wight said. "Everything at Bill's identifies who we are and the work was personalized for our store, which makes a difference."

Knowing exactly what Bill's Bike Shop wanted to accomplish, FASTSIGNS was able to deliver more visual solutions than Bill's Bike Shop had ever expected.

*FASTSIGNS® of Idaho Falls, Idaho is owned by Nathan Smith.



Building a consistent brand for a home developer

The Opportunity

Previously known as Boulder Creek Builders, Boulder Creek Neighborhoods rebranded to promote its low and no maintenance homes and neighborhoods centered on active lifestyles.

The Challenge

Boulder Creek Neighborhoods needed to communicate new messaging at existing building sites, model homes and sales offices, and in new developments. FASTSIGNS® consulted with Boulder Creek on various visual solutions for rebranding their properties to attract potential buyers.

The Solution

After touring Boulder Creek's properties and developments, FASTSIGNS presented a variety of visual communications solutions to consistently communicate the company's new branding at each location.



Boulder Creek Neighborhoods moved their home office to a new location. FASTSIGNS provided interior and exterior signage to brand the building including door graphics at the entrance, parking signs, a striking dimensional logo in the lobby and frosted interior window graphics to provide office privacy.

In the sales offices, FASTSIGNS provided custom panel signs to display the company's mission statement and core values. These panels created a floating wall from the ceiling to the floor and separated the reception area from the office space. Dimensional logos were also placed in the sales offices.

To identify Boulder Creek's model homes, FASTSIGNS provided entrance signs and other signs and graphics throughout the model homes to spotlight special features of the home for potential buyers.





To draw attention to new developments and stand out from other home builders, FASTSIGNS designed Boulder Creek Neighborhoods site signs with unique graphics and dimensional elements. The FASTSIGNS team also provided durable yard signs to advertise available lots, homes for sale and open houses.



The Result

Boulder Creek Neighborhoods communicated new branding consistently across multiple locations. FASTSIGNS provides ongoing signs and visual graphics as Boulder Creek Neighborhoods builds new developments.

*FASTSIGNS® of Boulder is owned by Ani and Bob Okun.





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.

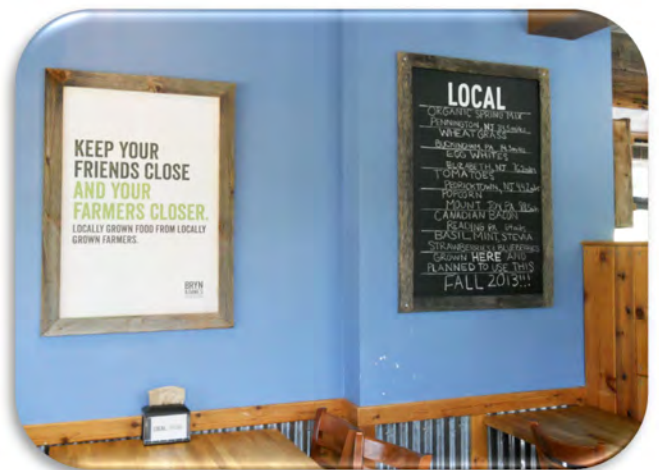
In addition to digital signage, FASTSIGNS created simple, cost-effective interior décor solutions such as framed artwork and point of purchase signs. Running with the café theme in décor and graphics, the signage touts the benefits of healthy fast food, daily specials and branded merchandise. The FASTSIGNS 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.



Making the grade with visual solutions for university signage

The Opportunity

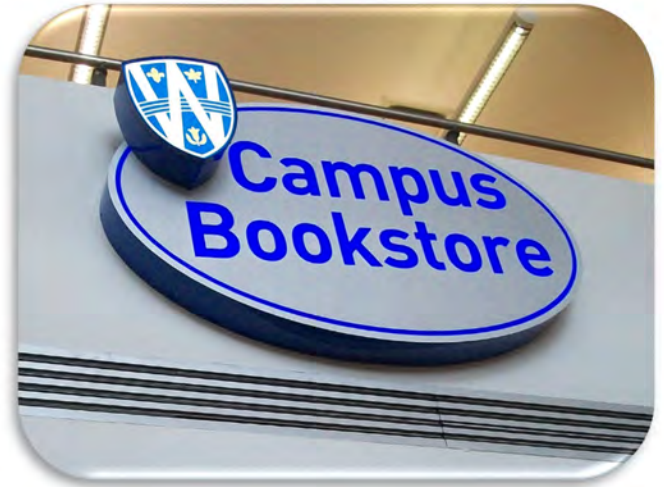
The University of Windsor's Campus Bookstore was under construction in an existing building and needed new signage and more modern branding to complement existing décor.

The Challenge

FASTSIGNS® worked closely with the University of Windsor Bookstore Project Committee and architects at DiMaio Design Associates to create a new logo and signage that would identify the bookstore, increase foot traffic and help students and staff navigate throughout the bookstore.

The Solution

FASTSIGNS provided wayfinding and identification signs to blend with the new building. The team designed highly visible signature signs for two locations: the interior of the building and the exterior walkway. These illuminated signs combined the university's logo with sleek, brushed aluminum.



Providing a modern twist, FASTSIGNS added an illuminated crest-shaped colour box to the signage. Over the main entrance, FASTSIGNS installed halo lit dimensional letters to match the existing tenants' signs.

To communicate with employees, FASTSIGNS designed wayfinding signs using a frameless design engraved with Braille and Tactile to stay ahead of the curve and meet the new Accessibility for Ontarians with Disabilities Act (AODA) accessibility requirements. FASTSIGNS also added Braille and Tactile signs to identify for public washrooms. FASTSIGNS created hanging frosted signs with brushed aluminum hardware to identify key customer service areas.





The merchandise areas included colour matching lettering on walls and ceiling clouds, and the meeting room was identified with a glass sign that stands off the wall. FASTSIGNS provided colourful banners for the main student areas to direct visitors to the new bookstore.



The Result

FASTSIGNS worked with the University of Windsor to provide the bookstore with a new look that has helped it become a busy, high traffic area.

"We take great pride in our work at the University of Windsor, and it was both challenging and exciting to create signs and visual graphics to achieve our clients' goals," FASTSIGNS' Donna Bilodeau said. "We stretched our creativity both in design and production and worked as a team for this job."

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



Expanding clubhouse interior design with wall décor and visual graphics

The Opportunity

A well-respected design firm, The G Brand, contacted FASTSIGNS® for signage and visual identification graphics. The company needed wall décor solutions and installation for The Cottages of New Mexico, a student housing community.



The Challenge

The G Brand also wanted FASTSIGNS to expand on their interior design for clubhouses in various housing communities for Capstone Collegiate Properties located in New Mexico, Texas, Colorado and Michigan.

"The design firm for Capstone Properties needed FASTSIGNS to produce and install an environment that would be enjoyable and relatable to their collegiate audience," FASTSIGNS' David Peabody said.

The Solution

FASTSIGNS consulted with The G Brand to understand the need for creating a branded environment that related to each individual university theme and tradition, while remaining conscious of the consistent execution of the Capstone Collegiate Interiors brand.

FASTSIGNS managed all of the project details from start to finish and provided wayfinding signs for tenants and employees. Introducing the concept of design with wall graphics, FASTSIGNS worked with The G Brand to scale wall murals to fit the elevations of each wall and adhere for an extended period of time.

"We wanted to ensure that all brand identity and wayfinding efforts were executed effectively," Peabody explained. "We conducted site surveys, shipped and installed for multiple locations."





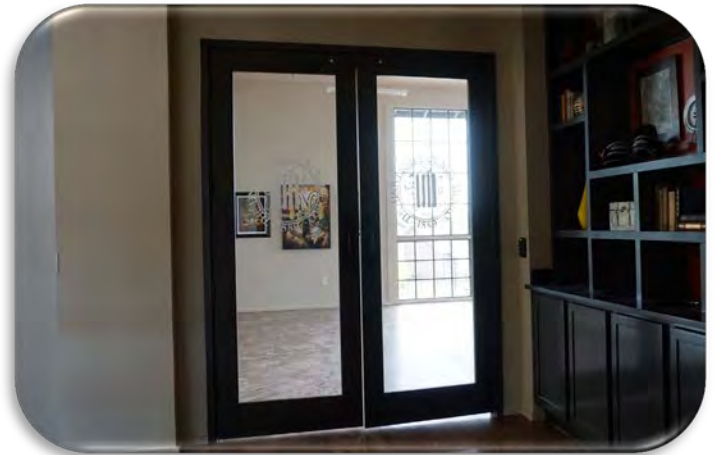
FASTSIGNS provided project management services and met strict deadlines before move in day. By providing surveying and permitting services from other local FASTSIGNS centers, Peabody said his team coordinated the installation projects. “Once projects were verified for size and proportion, we shipped the printed graphics to various FASTSIGNS centers and proceeded with installation for the Albuquerque location,” Peabody said.

FASTSIGNS produced a wall wrap solution to help bring the graphic design work by The G Brand to life. To complement the space branding, FASTSIGNS also provided window graphics, glass finishes, dimensional lettering and custom stainless steel signage.

The Result

FASTSIGNS provided visual branding for Capstone Properties in multiple states and helped the design firm with the fabrication and installation of signage and visual graphics in an environment that property managers and their clients enjoyed.

*FASTSIGNS® of Albuquerque, New Mexico is owned by David Peabody.



Building a modern and cohesive visual environment for a credit union's relocation

The Opportunity

After several decades as a fixture in the community, Columbine Federal Credit Union moved to new standalone building and needed many new signs and graphics.

The Challenge

Columbine Federal Credit Union needed to communicate the relocation to current and prospective clients and wanted to help customers navigate the new, larger facility once their doors were open. The credit union contacted FASTSIGNS® for help creating visual communications that reflected their brand.

The Solution

The project began simply with a banner at the construction site to announce the future home of Columbine Federal Credit Union. Matt Reber, the Vice President of Marketing and Business Development, requested a lobby sign to complement the updated, sleek design of their new location.



FASTSIGNS' Matt Metcalf said, "We delivered a beautiful solution to meet the credit union's needs," explained FASTSIGNS' Matt Metcalf.

FASTSIGNS created a metal logo panel on the wall above the teller line, becoming a welcome beacon in the credit union's new building.

After the new lobby logo was installed, the team at FASTSIGNS consulted with Reber on designing and creating various signs including logos for the doors, parking lot and drive-up ATM signs, informational signs for teller lines, decals for the teller windows and frosted window graphics that provide privacy.

FASTSIGNS provided a custom directional sign in the parking lot to guide customers to visitor





parking spots and the drive-up ATM lane. The frame of this sign matched the façade of the building and tied the visual theme together.



The Result

The comprehensive sign and graphics solution helped Columbine Federal Credit Union extend a modern look to every part of their new facility.

The signs were ready in advance of Columbine Federal Credit Union's grand opening event. FASTSIGNS helped to create a cohesive environment for customers and guests that communicated the credit union's professionalism and history of quality.

*FASTSIGNS® of Englewood, Colorado is owned by Matt and Barbara Metcalf.



Helping fowl business expand with signs and visual graphics

The Opportunity

Cooper Farms, family-owned and operated with locations in northwest and west central Ohio, needed to extend its branding to new facilities during a recent business expansion. At the same time, Cooper Farms wanted to promote their raising of the soon-to-be “pardoned” 2014 Presidential Turkey. With multiple visual communications needs and goals, they went to FASTSIGNS® for assistance.

The Challenge

Cooper Farms needed help incorporating their branding across new locations in a way that integrated with the graphics already in place at the Corporate Barn and headquarters. Owned and operated by the third and fourth generation of the founder, it was important to the Cooper family that their history and experience was honored. In the midst of their expansions, they also needed to promote their raising of the 2014 Presidential Turkey pardoned by President Barack Obama at the annual National Thanksgiving Turkey Presentation.

The Solution

“For the Presidential Turkey campaign, we branded the new barn that was built to house the turkeys and provided graphic solutions to educate and engage people visiting the Presidential Turkey barn,” explained FASTSIGNS’ Mark Engle.



The team provided a visual timeline explaining the life cycle of a turkey, photographic prints of different breeds and an interactive map of the region for visitors to place a pin to show their location. FASTSIGNS also helped Cooper Farms promote the Presidential Turkey at The Ohio State University tailgate parties with a stand-behind graphic of turkeys spelling out O-H-I-O.

Cooper Farms acquired a chicken and egg cooperative in Fort Recovery, Ohio. Shortly after the



acquisition was final, Engle and his team rebranded the facility with the Cooper Farms logo to immediately establish brand awareness in the community. FASTSIGNS installed a Cooper Farms logo on the silo facing the town's main street for increased visibility.

"By placing the logo 85-feet high on the silo, everyone who visits Fort Recovery will know that Cooper Farms is a prominent business," said Engle.

The Result

The new barn where the presidential turkey was raised was transformed into a mini version of the original Cooper Farms Barn and flanked by a small wind mill that mimics the farm's logo. Visitors are also greeted with a full educational experience that appeals to all ages.

The signs and visual graphics created and installed by FASTSIGNS provide a consistent brand message across each of Cooper Farm's buildings and facilities. The updated signage represents the rich history behind the family farm that will grow with Cooper Farms for years to come.



*FASTSIGNS® of Lima, Ohio is owned by Mark Engle.



Boosting product sales using custom content on in-store digital signage

The Opportunity

For over 20 years, FASTSIGNS® has worked with Country Fair® convenience stores in northwestern Pennsylvania for various visual communications projects.

The Challenge

Country Fair needed a digital signage system to draw the attention of their convenience store customers and emphasize the fountain drink stations within 72 retail locations.

The Solution

FASTSIGNS consulted with the Director of Food Service for Country Fair on unique ways to display their content. FASTSIGNS created animated spots at the point of purchase to help advertise soft drinks, coffee, deli items and other promotional purchases. These enticing ads stimulate purchase decisions with the power of motion graphics.



“We manage a digital sign network for Country Fair,” FASTSIGNS’ Dan Stutzman said. “Using art files provided by Country Fair, we created content for the digital displays that is eye-catching and effective for reaching their customers.”

FASTSIGNS designed the digital signage solution using two 46” Samsung displays that transform the entire fountain drink station in the convenience stores. FASTSIGNS provided custom, repositionable frames to hold two digital screens in each Country Fair location.





With the ability to move the digital signs when employees needed to service the ice dispensers, the digital signage is both visible and accessible over the fountain drinks machines.

"The digital screens are hinged at the top to allow employees to perform routine maintenance to the ice machines," Stutzman explained.

By providing an initial content bundle of 20 fully animated advertisements, FASTSIGNS helped the convenience stores grow their sales.

FASTSIGNS provides content management services to keep the motion graphics and promotional topics fresh for customers who frequent the convenience stores.

Stutzman said, "We update the content design and manage the digital signs on a monthly basis for Country Fair."



The Result

FASTSIGNS helped solve Country Fair's challenge of promoting fountain drinks and complementary food purchases in a fast-paced convenience store atmosphere. The digital signage solution meets the custom design and content needs of the convenience stores, and elevates the look of the stores.

Now that FASTSIGNS has installed and serviced digital signs for Country Fair, the company has requested additional locations be outfitted in the future with digital signage in the deli, too.

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



Transforming a civic center with event graphics

The Opportunity

The Donald L. Tucker Civic Center at Florida State University in Tallahassee, Florida features a 12,500 seat arena and over 54,000 sq. ft. of meeting and exhibition space. The center hosts concerts, family shows, Broadway shows and sporting events, including Florida State University (FSU) basketball games.

The Challenge

The Donald L. Tucker Civic Center opened in 1981 and needed renovations. In 2014, Global Spectrum became the center's operating company and wanted FASTSIGNS® to refresh the space with signs and visual graphics.

The Solution

FASTSIGNS consulted with members of Global Spectrum and Florida State University on ways to promote the civic center's amenities using signage. FASTSIGNS designed and installed exterior window graphics at the center's most prominent corner to encourage people to book their events.

FASTSIGNS provided comprehensive signs and visual graphics to update food and beverage areas including two concession stands (the Osceola Grill and the Capital Classics) and to reflect Florida State University's branding.



To identify FSU's Osceola Grill, FASTSIGNS provided dimensional letters and a dimensional logo of the Seminole's mascot, Chief Osceola. Under the counter, FASTSIGNS created mouthwatering graphics and incorporated the FSU logo branded in the steak. FASTSIGNS also provided wall graphics of the Chief and his spear for the sides of the concession stand.

The walls of the Capital Classics concession stand were wrapped with wood laminate. FASTSIGNS provided a custom logo at the top of the kiosk and provided FSU wall graphics to surround the counter and brand the space.



To transform the center's interior space near the escalators, FASTSIGNS provided window graphics with images of past and present entertainers, athletes and celebrities.



The Result

FASTSIGNS helped refresh the Donald L. Tucker Civic Center with vivid graphics and branding. The university was so pleased with the new visual graphics that they asked FASTSIGNS to renovate the remaining concession stands and plan future signage projects.

*FASTSIGNS® of Tallahassee is owned by Marilyn and John Buck.



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 21st 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.

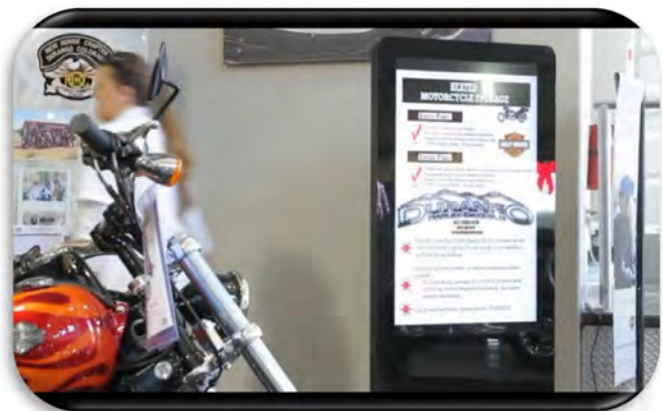
"Now I've found after talking to FASTSIGNS that I can have video, scrolling text and I can do a lot more than I'm doing right now," Murray revealed.

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.



Revving up visual communications with a new brand identity

The Opportunity

East Shore Auto Inc., an auto dealership and repair shop in Harrisburg, Pennsylvania, needed a new brand identity to help increase awareness of their brand in their new facility.

The Challenge

East Shore Auto Inc. wanted FASTSIGNS® to design a new logo. Additionally, the company wanted to make sure customers could easily navigate throughout their building, and needed to identify various services locations and auto maintenance areas.

The Solution

FASTSIGNS designed a modern logo for use in signs, visual graphics and marketing collateral.

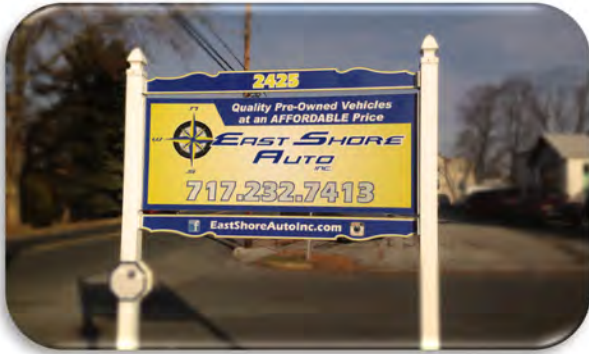
“We wanted to create a logo that reflected the quality products and customer service the East Shore Auto Inc. team provides to their customers,” FASTSIGNS’ Christie Gardner said.



“Since the facility was brand new, we had to tailor the graphics to the overall architectural theme of the building,” Gardner said. “East Auto Shore Inc. provides maintenance and repair services, so we wanted to make sure customers knew that.”

FASTSIGNS provided extensive interior and exterior décor solutions including frosted window graphics, dimensional letters, vehicle graphics, promotional items, pole banners, site signs, directional signs and service bay banners.





The Result

FASTSIGNS helped East Shore Auto Inc. create a customer friendly atmosphere throughout the dealership. "We are extremely thrilled about our new branding and supporting signs and graphics," said Sean Davis, co-owner, East Shore Auto Inc. "The final solution the FASTSIGNS team provided was exactly what we had in mind."

FASTSIGNS delivered comprehensive visual communications solutions that encompassed a new brand identity to help East Shore Auto Inc. grow their business across the Harrisburg community.

"The new East Shore Auto Inc. logo is used every day, from our business cards to employee uniforms to the invoices we give to our customers," said Alonda Twine, co-owner, East Shore Auto Inc.

*FASTSIGNS® of Harrisburg, Pennsylvania is owned by Jessica Kelly and Steven Schreffler.



Rebranding a dental office for a seamless relocation

The Opportunity

Forest Hills Dental Care purchased an existing dental office and then rebranded using signs and visual graphics to communicate to existing patients, reach clients from the previous dental office and bring in new patients.

The Challenge

The owner of Forest Hills Dental, Jared Bruggeman, contacted FASTSIGNS® for help with rebranding his office with an inviting and professional look.

The Solution

FASTSIGNS provided several visual solutions including a banner to welcome patients to the practice and to announce that the dental office was open for business.

FASTSIGNS used frosted window graphics for the doors to highlight the entrance, give the office a sleek, modern look and invite customers into the office.



The FASTSIGNS team produced a custom, dimensional logo to greet patients as they arrived in the lobby and provided wayfinding signs to label rooms and doors to point patients and staff in the right direction.

Forest Hills Dental's sign and graphics solution also included channel letters for the face of the building. FASTSIGNS' Matt Metcalf said, "Since each business in the shopping center had traditional, front lit channel letters, we suggested reverse lit channel letters."

This unique channel letter design provided a lighted halo effect for each letter on Forest Hills Dental's sign.



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The sign creates a focal point, stands apart from the surrounding signs and sets the practice apart from other businesses with a high-end appearance.

The Result

The visual communications solution used to rebrand Forest Hills Dental met their communication goals. The dental office was so busy with new customers that the staff needed to work late most nights to keep up with all of the business.

*FASTSIGNS® of Englewood, Colorado is owned by Barbara and Matt Metcalf.



Achieving consistent branding to make the grade and refresh a college campus

The Opportunity

For over 10 years, FASTSIGNS® has worked with Georgetown College in Kentucky on various signage and graphics projects.

The Challenge

Georgetown College needed signage updates to refresh their campus and maintain brand consistency. The Assistant VP of College Relations contacted FASTSIGNS for help with wayfinding, room and building identification and other branding projects.

The Solution

FASTSIGNS updated signs and visual graphics for Georgetown College and maintained brand integrity for the college. "We created a balance between recreating existing styles and introducing new standards," FASTSIGNS' Susan Cilone said. "Our team created a unique design and style for each project and followed the brand guidelines."



FASTSIGNS created dimensional letters for naming of buildings including the George H.W. Bush Center for Fitness.



FASTSIGNS created commemorative plaques and signage for exterior locations, hallways and common areas. Cilone said, “We’ve completed donor recognition plaques for everything from light poles to outside rooms, landscaped areas by park benches and statues.”



When Georgetown College wanted to place the student association name on a glass wall, FASTSIGNS surveyed the site and used lettering that worked on glass.

Working with various departments from facilities to transportation and marketing, FASTSIGNS created vehicle graphics for a campus safety vehicle and four buses that transport students to events.



FASTSIGNS provided large mesh banners for stadium bleachers and fences around the perimeter of the sports facility.



The team at FASTSIGNS recreated the style and type of building identification signage that existed on campus and provided historical markers for buildings and prominent locations.



“We refurbished the wayfinding signage including building identification for the student center, the cafeteria and the grill,” Cilone said. “Our team completed campus signage including room identification, wayfinding, directory and building signage.”



FASTSIGNS created a fabric wall covering for a cafeteria using a collage of various photographs and the college's shield emblem and logo to promote campus life to the student population. Other wall coverings were added in the freshman dorms and featured a graffiti concept with various messages about student life. The team also added dimensional plaques with photos and stories of various alumni in the freshman dorm.



To promote the college and specific degrees, FASTSIGNS designed large banners for the sides of buildings with a frame system for changeable graphics. Working with the admissions staff, FASTSIGNS provided table covers, banner stands and tabletop banner stands to list all of the majors and minors at the college. To direct prospective students when they visit campus, FASTSIGNS created yard signs and banner stands to inform students about various aspects of student life.

The Result

FASTSIGNS helped Georgetown College showcase their branding with a fresh look that became a new standard on campus.

“We have a year-round, continuous relationship,” Cilone said. “Georgetown College has a good understanding of our capabilities and contacts us for just about any project.”

*FASTSIGNS® of Louisville, Kentucky is owned by Sam and Susan Cilone.



Generating Excitement for a Community Festival

The Opportunity

Gilda's LaughFest, an annual community festival in Grand Rapids, Michigan, celebrated "laughter for the health of it" including stand-up and improve comedy, films, community showcases and other events. All proceeds from LaughFest benefitted the Gilda's Club Grand Rapids and cancer, grief and support programs.

The Challenge

As LaughFest's official sign and visual graphics company, FASTSIGNS® helped the organization promote the event around town and branded the venues for the event.

The Solution

During the weeks leading up to LaughFest, FASTSIGNS provided signs and visual graphics to generate excitement about the event. FASTSIGNS created vertical flags for lamp posts in the downtown area that featured photos of the performers and the event logo.



FASTSIGNS provided yellow yard signs with the event's iconic smiley face logo as part of a guerilla marketing campaign to spark awareness.

FASTSIGNS wrapped 10 MINI Coopers with vehicle graphics. "When you see the LaughFest-branded MINI Coopers driving around town, it's hard not to smile and get excited," said FASTSIGNS' Tim Sinen.

The festival performances and events were held at various venues. To create a consistent look, FASTSIGNS provided removable window graphics to brand the building that were easily taken down when the event ended.

The Result

FASTSIGNS helped communicate LaughFest's message to over 45,000 attendees and 750 performers, and will continue to provide signs and visual graphics for the annual event.

*FASTSIGNS® of Grand Rapids is owned by Mike Gilpin and Judy and Kim Gilpin.



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.

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

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.



Launching sports supplements product line with pumped up branding and visual graphics

The Challenge

Guerilla Labs needed a brand identity and visual marketing campaign to launch their product line and take their supplements to the fitness community. Similar to many startup companies, Guerilla Labs needed to make a big visual impact.

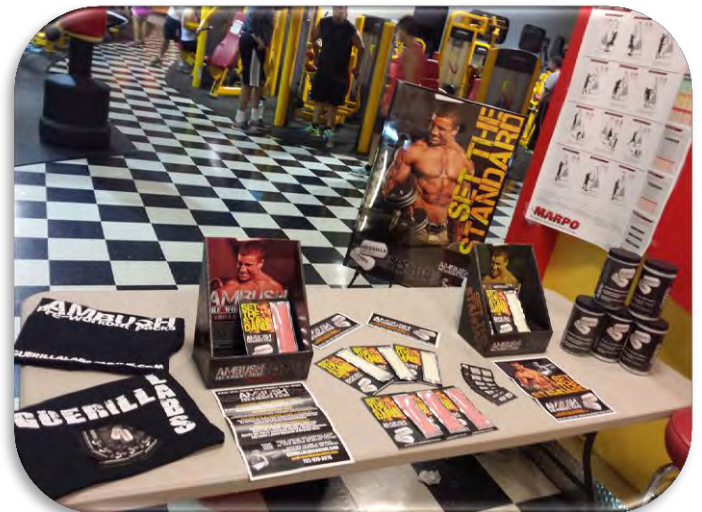
The Solution

FASTSIGNS created a logo for Guerilla Labs that fit the performance athlete theme of the product line. To build product awareness and increase visibility, FASTSIGNS provided branded brochures, table displays, product packaging labels, posters, display cutouts, postcards and business cards with QR codes to drive website traffic.

The Result

“Not only did FASTSIGNS help bring my ideas to life, they found ways to help me improve upon them,” said Christopher Felice, CEO of Guerilla Labs. “The attention to detail helped set my company’s branding and materials apart from others. The packaging, fliers and business cards scream ‘top shelf product’ and helps us stand out at industry shows and meetings.”

With the help of FASTSIGNS, Guerilla Labs launched their product line. The performance and sport supplement brand has a marketing solution that is flexible and easy to transport to gyms or tradeshow events.



*FASTSIGNS® of Cherry Hill, NJ is owned by Ed Devaney.

Extending brand identity for visual impact within company offices

The Challenge

HCSS Education is a leading education finance specialist in the UK that needed rebranding to coincide with a move to larger offices. FASTSIGNS® consulted with HCSS for ideas on incorporating branding within the strict guidelines of the landlord.

The Solution

After discussing options for branding HCSS Education's new premises, the FASTSIGNS team designed, produced and installed signage and visual graphics that complemented the brand.

By producing mock-ups for the majority of the solutions, FASTSIGNS helped HCSS visualise how the finished designs would look when installed. FASTSIGNS provided office signs and graphics and also consulted with HCSS on the development of visually impactful images throughout the office.



"The customer wanted to reference their company values of respect, innovation, passion and excellence," FASTSIGNS' Richard Wedgwood explained. "We developed graphics that clearly referenced their 'values' but provided a visual impact to anyone visiting the reception area."

The reception area consisted of a large glass wall and a large internal wall. Blending wall graphics in meeting rooms with window graphics throughout the office with wayfinding signage, FASTSIGNS helped HCSS Education utilize their new brand identity. Other signage solutions included staircase and room identification signage.





FASTSIGNS extended the company's brand identity to printed business stationery including business cards, gift cards, compliment slips and letterhead. FASTSIGNS provided printed materials and signage for HCSS Education that allowed flexibility and branding for unique events and exhibition.

"We created business stationery to communicate with their customers," Wedgwood said. "We developed banners and promotional gifts as a large part of HCSS's business takes place at events and conferences throughout the UK."



FASTSIGNS also provided exhibition materials to promote the company's software solutions including fliers, pop up banners and wraps for exhibition stands.

The Result

By helping HCSS Education with rebranding for their office premises, customer communications and promotional products, FASTSIGNS provided solutions to numerous challenges. The center has completed visually attractive projects for HCSS within the required timescales.

*FASTSIGNS® of Manchester is owned by Richard Wedgwood and Nick Ratcliffe.



Improving wayfinding with signage for a rehabilitation center

The Challenge

FASTSIGNS® worked with HealthSouth® to improve wayfinding in a rehabilitation center and to help people safely and efficiently find their way to specific locations within the healthcare facility. HealthSouth's Director of Marketing Operation wanted to refresh their brand image with a change in signs and décor graphics.

The Solution

FASTSIGNS consulted with HealthSouth on visual ideas to solve wayfinding challenges resulting from the building design. From directing visitors around the different hallways to informing patients where to check in, FASTSIGNS provided signs and wayfinding graphics that reflected HealthSouth's brand.

FASTSIGNS created a new panel on a large outdoor sign, parking signs to identify specific lots and wayfinding signs for the entire campus. Since two exterior entrance points were not clearly identified, FASTSIGNS added signage for the outpatient entrance and ambulance drop off.



By improving signage, FASTSIGNS clearly marked entrances and exits and gave people a clear sense of direction.

The FASTSIGNS team created directories at hallways intersections using simple arrows and large, easily readable type. These changeable directory signs provided guidance for visitors, patients and staff and feature colorful prints.

"We offered a visual solution to change the directories easily so the facility doesn't have to rearrange the directory," FASTSIGNS' Pam Cook said.





FASTSIGNS provided a large window graphic at the main entrance to welcome people to the rehabilitation center and emphasize awards and accomplishments. FASTSIGNS produced vehicle graphics to take HealthSouth's brand message on the road and used pole banners to encourage foot traffic into the facility.



The dining facility received a visual update and was renamed "The Hub" during the rebranding process. The modern look for the healthcare center also included wall graphics and dimensional signs to brand interior spaces and colorful printed posters to increase awareness about brain injuries.

The Result

HealthSouth received branded signs and graphics to identify important areas of the rehabilitation center and direct people around the campus.

“We provided a modern look for the facility and gave HealthSouth confidence that their patients would know where to go without asking for directions and without experiencing any confusion,” FASTSIGNS’ Lindsey Kennard said.

FASTSIGNS helped HealthSouth replace paper signs with durable, custom signs that identify specific areas of the center and safety signs to emphasize the visitor policy.

*FASTSIGNS® of York, Pennsylvania is owned by
Jon Toy.

FASTSIGNS® CASE STUDY Hendricks Commercial Properties

Increasing property value with highly visible signs and visual graphics

The Opportunity

Hendricks Commercial Properties purchased and renovated a multi-unit retail property with the goal of increasing the value of the property through the use of visible signage.

The Challenge

Hendricks Commercial Properties met with Victoria Crane from FASTSIGNS® to discuss their need for consistent and upscale signage across all of the property's tenants. Since the shopping center's parking lot is located on the second level, Hendricks also needed visual graphics to direct customers to visit stores on the lower level.

The Solution

FASTSIGNS created a plan for the large-scale electrical sign project that included 25 sets of channel letters for the commercial property.

"Before the renovations, tenants had small light boxes obscured by awnings," Crane said. "As Hendricks renovated the entire shopping center, we worked with each tenant to help move the conversation to overall visibility."



Consulting with the shopping center's tenants, FASTSIGNS updated the channel letters to identify each unique storefront and provided storage for the existing signs.

"After receiving an initial design concept for matching aluminum letters in a standard font, the tenants wanted their logos and brand colors," Crane explained. "We recommended colors for each tenant and created fonts for the signage to meet their needs and reflect the logo where possible."

FASTSIGNS completed the permitting needed for the project and created halo lit channel letters for each tenant with a backer to match the wood or stone mounting.

The FASTSIGNS team installed the new identification signs after the tenants chose from various examples of channel letters.



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FASTSIGNS® CASE STUDY Hendricks Commercial Properties



The shopping center is situated on two floors with the parking on the second floor. FASTSIGNS provided a tenant directory sign to help people find their way to the lower level from the upper level parking deck.

FASTSIGNS suggested placement of the directory sign in the parking lot above the stairs to showcase lower level tenants. Crane said, "The new directory sign provides a clean look and a changeable name plate format as tenants rotate."

FASTSIGNS added the required building address signs and address numbers for the building inspection. "We provided hours of operation and window graphics for any tenant that requested the graphics," Crane described.



The Result

FASTSIGNS solved the challenge of providing building signage that creates an upscale, modern look for tenants and helps shoppers as they navigate around the shopping center. The new, halo lit channel letters are visible from the nearby highway as thousands of cars drive by every day and night.

*FASTSIGNS® of Mira-Mesa, California is owned by Victoria Crane.



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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



Infusing a spirits retailer with fresh design

The Opportunity

Holiday Wine Cellar, a family-owned business open since 1965, needed help with a dated logo that no longer fit its brand image or marketing needs. Selling everything from collectible Napa Valley wine and vintage port to craft beer and specialty spirits, Holiday Wine Cellar was ready for a branding refresh.

The Challenge

Holiday Wine Cellar needed to communicate their message across their multiple marketing and signage platforms. Over the years, the store evolved to provide more specialty offerings to customers, both in-store and online, but the company's branding remained unchanged.

The Solution

FASTSIGNS® recommended a logo makeover accompanied by a branding style guide that could be easily distributed to employees and staff designers. FASTSIGNS recreated the Old English-style logo to be clean and modern, while utilizing a few of the original logo's graphic elements to honor the company's history.

Holiday Wine Cellar's new logo better represents the company as not just a fine wine retailer, but also as experts in beer, spirits and cigars.



"We worked with Holiday Wine Cellar to communicate the importance of enforcing the new brand guidelines to create a consistent message across all of their marketing," explained FASTSIGNS' Jonathan Schwartz. "They attend a variety of fairs, shows and industry events, and the new logo and marketing presence is more appropriate for what they offer."

FASTSIGNS helped Holiday Wine Cellar rebrand with their new logo by installing updated interior lit signs and banners, window graphics, logoed floor mats, exterior monument signs, post and panel signage and vehicle wraps for the company's vehicles.

FASTSIGNS also created a transportable presence for the retailer with printed marketing materials and promotional products including coasters, T-





shirts and business cards. When Holiday Wine Cellar attends industry events and outdoor fairs, the company uses retractable banner stands from FASTSIGNS, along with branded print materials to catch the attention of passersby.

The Result

In time for their 50th anniversary celebration, FASTSIGNS designed a modern logo for Holiday Wine Cellar that better represents the company. Updating their visual marketing with a clean and consistent look, FASTSIGNS helped Holiday Wine Cellar engage their existing audience, while attracting new business.



*FASTSIGNS® of Escondido, California is owned by Jonathan Schwartz.



Betting on branded visual graphics to enhance a casino and race track

The Opportunity

Hollywood Gaming of Mahoning Valley, a thoroughbred racino owned by Penn National Gaming Inc., prepared for the grand opening of their race track and casino in Youngstown, Ohio.

The Challenge

The Director of Marketing for Hollywood Gaming wanted FASTSIGNS® to provide branded signs and visual graphics for temporary offices prior to their grand opening. After the new facility was completed, Hollywood Gaming needed permanent visual solutions for communicating important messages to visitors and employees.

The Solution

FASTSIGNS provided wall murals to help convey Hollywood Gaming's culture, history, core values and expectations to employees. The wall graphics extended along heavily traveled hallways and provided a visual reminder of priorities for staff. The grand opening event included over 4,000 square feet of wall graphics.



"We created removable wall graphics for the temporary offices," FASTSIGNS' Jay Summer said. "For the permanent space, the wall murals were printed with durable, laminated 3M materials."

To draw attention to the starting gate of the racetrack, FASTSIGNS added a racetrack identification sign, visually compelling posters and grand opening signage. Throughout the casino, FASTSIGNS provided banner stands and signcades with the Hollywood Casino's brand message visible to visitors and guests.





“For this project, the turnaround time was the biggest challenge to overcome,” Summer said. “To create the sign on top of the starting gate, our team worked around the clock to meet the deadline and provided a 4-foot by 14-foot sign in a short amount of time.”

In the racino’s gift shop, FASTSIGNS provided hours of operation, point of purchase and policy signs to communicate messages and notify customers about sales. FASTSIGNS created window graphics for the executive offices and door graphics to brand staff entrances and exits.



FASTSIGNS created banner stands to help remind staff about becoming red carpet ready and the many benefits of employment in the employee staging area.

As customers enter the casino, they are greeted by messages on a banner stand to remind people about race course and casino policies. On the floor of the busy casino, FASTSIGNS branded self-service kiosks and ATM machines with backlit visual graphics.

The Result

FASTSIGNS met the needs of Hollywood Gaming’s grand opening by creating the event signs, banner stands, signcades and casino graphics well ahead of the deadline.

Summer said, “Hollywood Casino was blown away by our quality and timeliness.”

*FASTSIGNS® of Boardman, Ohio is owned by Jay Summer.



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.



Updating grocery stores with digital kiosks and point of purchase signage

The Opportunity

The Kroger Mid-Atlantic partnered with the Virginia's Blue Ridge Roanoke Valley to emphasize travel and tourism throughout the region and create awareness about contests, giveaways and other promotions.

The Challenge

FASTSIGNS® met with representatives from Kroger Mid-Atlantic to discuss plans for digital signs to update the look of their store entrances. Kroger wanted to reach a larger audience of people with promotions and advertising messages, regardless of what time of day or night that shoppers visited the store.

The Solution

FASTSIGNS created compelling content for 55 digital kiosks to help Kroger communicate their branded messages in-store to complement the point of purchase signs and hanging signs that FASTSIGNS had already installed for 125 Kroger locations.



FASTSIGNS' Joe Driscoll explained, "We demonstrated the power of digital signs by displaying a digital kiosk in Kroger's Mid-Atlantic office with different messages running 24/7."

The digital kiosks were a big hit during a manager's meeting in town. A new promotion seemed like the ideal opportunity for Kroger to dive into digital signs.



“We created a :30 second content spot for the digital kiosk and worked with Kroger’s regional advertising office on video content and still images,” Driscoll mentioned.

Kroger customers can now view current promotions on engaging and modern digital kiosks. The digital solution provides the wow-factor that Kroger wanted to reach customers as they enter the front doors.

“Kroger placed a digital kiosk at the entrance of the store close to the produce section because this area receives the most foot traffic,” Driscoll said. “It’s the best place to watch the video content.”



The Result

From Virginia to North Carolina, Kroger shoppers are greeted by digital kiosks provided by FASTSIGNS. The digital signage solution created a modern shopping environment for Kroger and has allowed the grocer to change content and promotions more regularly. FASTSIGNS continues to keep the in-store signage fresh for Kroger.

*Created by FASTSIGNS® of Salem and Roanoke, Virginia.



Creating an in-store experience with digital signage

The Opportunity

UK retailer Pirtek®, a hydraulic hose replacement store with franchise locations worldwide, sponsored the winning racing car in the 2013 British Touring Car Championship.

The Challenge

The company wanted to create an in-store experience that would engage customers waiting for repairs, promote their racing car team and advertise their products and services.

The Solution

FASTSIGNS® suggested digital displays to help Pirtek get their messages noticed in-store.

“Pirtek is an innovative brand and was keen to try digital signage,” FASTSIGNS’ John Harvey explained. “With an average wait time of 20 minutes, the digital displays keep customers amused with racing films and relay advertising messages at the same time.”

FASTSIGNS provided a digital signage solution that included 22-32 inch screens on a cloud platform for uploading, scheduling and changing content on different screens. FASTSIGNS ensured networking and connections to get Pirtek’s programming up and running in 10 initial locations in the UK and Ireland.

The team at FASTSIGNS created content for the digital screens to run alongside the motor racing videos using existing visual graphics. FASTSIGNS



integrated split-screen features to allow Pirtek to feature several media sources including the racing films, revolving ads and a news ticker in separate zones.

The Result

FASTSIGNS has provided digital screens with information received instantaneously through the Internet for Pirtek’s franchise locations as far away as Ireland. Harvey said, “We hope to expand from the UK to Europe.”

*FASTSIGNS® of Guildford is owned by John Harvey and operated with his sons Tom and Max.



Creating a comprehensive showroom

The Opportunity

Puerto Rico's leading industrial flooring company, COMCORCO, rebranded and changed its name to PRISMA Surfaces to reflect their commercial flooring and wall solutions business.

The Challenge

PRISMA Surfaces wanted to increase annual sales and expand their customer base by targeting supermarkets, restaurants, schools, retail stores and warehouses. The company asked FASTSIGNS® to update their visual communications to reflect their new branding and make their showroom more interactive for selling.

The Solution

FASTSIGNS of Caguas, Puerto Rico visited PRISMA Surfaces' facility to create a comprehensive plan for communicating the brand's story and enhancing the look and feel of the space. FASTSIGNS created a new logo for PRISMA Surfaces using a modern design to appeal to commercial clients.



In the reception and waiting areas, FASTSIGNS created a cohesive look with a branded floor mat, accent pillows and a custom table, designed to complement the PRISMA logo. Using wall graphics, FASTSIGNS transformed the lobby with the company's history, mission statement, vision and decorative objects to communicate all of the products and services PRISMA provides, including some of which prospective clients may not have known about. A large wall mural showed all of the locations that PRISMA conducts business in Puerto Rico.

FASTSIGNS added a display rack with acrylic cylinders to showcase the variety of custom flooring options offered by PRISMA including resin colors, patterns, and unique minerals. This display gives customers a hands-on experience. FASTSIGNS also provided a display for case studies and sales collateral.





To update the conference room for client meetings and presentations, FASTSIGNS provided a dimensional wall logo, graphics for the conference table and frosted vinyl on the meeting room's glass door. FASTSIGNS also provided ADA compliant signs for the restrooms.

The Result

With the new visual solutions, PRISMA's showroom was transformed into a sales tool where clients can learn about the brand, see product samples and gain knowledge about PRISMA's solutions.

*FASTSIGNS® of Caguas is owned by Teresa Caballero, Jose Corujo and Juan Rivera.



Rebranding a shopping mall with a creative approach to signage

The Opportunity

Pyramid Management Group, a property management company for various shopping centers in the Northeast, needed to rebrand Palisades Center in West Nyack, New York. Palisades Center is the eighth largest mall in the U.S.

The Challenge

Pyramid Management Group wanted to refresh signage for the Palisades Center and asked FASTSIGNS® for help with updating an existing wayfinding system, creating a new mall directory and designing a creative solution for parking lot identification signs.

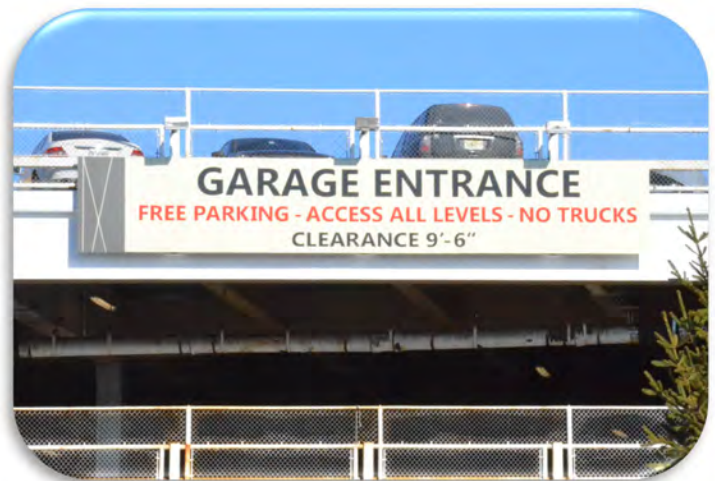
The Solution

FASTSIGNS helped Palisades Center build a branded graphic strategy to distinguish the shopping center in the competitive retail environment.



Working with the head of project enhancements for the shopping center, FASTSIGNS provided rebranding ideas to update the exterior wayfinding signs.

FASTSIGNS' Bill Miller said, "We work with visual merchandisers. For Palisades Center, we created directional signs and signs for the parking garage."





The scope of the large-scale project included 21 directional signs, 120 parking lot identification signs and three parking garage signs.

To rebrand the exterior of the mall, FASTSIGNS developed a color scheme to communicate the location of various Palisades Center entrances to visitors.



"We painted and fabricated completely new directional signs from scratch," FASTSIGNS' Matt Galgano said.

Reusing the existing concrete base to secure the new signage, FASTSIGNS completed identification signs to let people know where they were parking. Coordinating the colors to match with light pole signs, FASTSIGNS provided reflective signs as an efficient retrofit to existing signage.

FASTSIGNS also added signage at the parking garage entrance and the parking deck.

The Result

FASTSIGNS worked with Pyramid Management Group to provide much more than signs.

“The site design is definitely improved,” said Lauren Staniec, Enhancement Project Manager, Pyramid Management Group. “A more contemporary sign package is in place while still being clear to read and easy to navigate.”

*FASTSIGNS® of Upper Saddle River, New Jersey
is owned by Bill Miller and Kevin Miller.



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.



Accentuating a restaurant's sporting theme

The Opportunity

The DoubleTree by Hilton™ hotel in downtown St. Paul, Minnesota changed ownership and underwent a complete refurbishment, which included opening a new sporting themed restaurant and cocktail lounge called Rival House Sporting Parlour on the first story of the building.

The Challenge

The hotel needed to draw attention to the restaurant on the exterior of the building as well as guide guests and visitors inside of the hotel to the establishment.

The Solution

To make a grand impression in the heart of downtown St. Paul, FASTSIGNS® provided an illuminated outdoor sign with channel letters and 490 exposed light bulbs. "The hotel owners wanted to introduce the Rival House to locals in the community," said FASTSIGNS' Dennis Campbell. "The dramatic exposed bulb signage really draws people in and makes a statement along the streets of downtown St. Paul."



FASTSIGNS placed multiple directional signs in the skyway that connects to the hotel and in the lobby to direct visitors and patrons to the restaurant.

FASTSIGNS also provided dimensional letters and added the Rival House logo to complement the DoubleTree's existing dimensional logo in the entrance. Then, a digital sign was mounted on the wall to display menu items, happy hour specials, photos and videos.



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The team at FASTSIGNS used custom graphics on the walls and windows to decorate the space and accentuate the restaurant's sporting theme. FASTSIGNS designed a vintage basketball sign and provided a LED sign to label the private dining and game room, the Rival Room. For the patio area, FASTSIGNS installed frosted window graphics to mask the back of the bar from being seen from outside. Colored panels were also installed on the top of the window to reflect the interior bar tiles.



The Result

FASTSIGNS brought the Rival House Sporting Parlour to life with interior and exterior signage and unique applications.

*FASTSIGNS® of Bloomington is owned by Dennis Campbell.



Polishing up a new location with new brand guidelines and graphics

The Opportunity

Roman Jewelers, a premier jeweler in Flemington, New Jersey, opened a flagship location and needed exterior visual communications.

The Challenge

Roman Jewelers needed FASTSIGNS® to create and design new signs and visual graphics to complement their branding.

The Solution

FASTSIGNS helped Roman Jewelers review and gather brand assets for their new signage. FASTSIGNS' Jim Lebbad said, "We offered our expertise in brand identity and suggested that Roman Jewelers use one version of the logo across all of their locations for brand consistency."

FASTSIGNS updated Roman Jewelers' logo with a new hand lettered design.



"We created different variations of the logo including a bolder version for signage and a lighter version for other marketing collateral such as printed materials," Lebbad said.

FASTSIGNS developed brand guidelines for Roman Jewelers to help protect the integrity of their brand. The brand guidelines provided the company with a plan for cohesive branding across each of the current and future locations, and provided information on logo usage, color, fonts and more.

The team at FASTSIGNS installed channel letters with LED lighting on the existing monument sign and signage on the exterior of the building. Large monogrammed window awnings were installed to accompany the new flagship signage.

The Result

FASTSIGNS provided visual graphics solutions for Roman Jewelers' flagship location and created brand guidelines for the jeweler to enhance and protect their brand across each of their locations.

*FASTSIGNS® of Flemington, New Jersey is owned by Jim Lebbad.



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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.





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.



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.



Designing and Implementing a Uniquely Creative Work Environment

The Opportunity

Search Laboratory, a UK digital marketing agency specialising in SEO, moved to larger premises and realised the new space was essentially a blank canvas in need of branding. The company decided this was a perfect opportunity to inspire its highly creative team using their work environment.

The Challenge

The agency contacted FASTSIGNS® to help it create an awe-inspiring space for staff and visitors that also delivered the wow-factor for people walking or driving past the building. Search Laboratory had a vision and needed help from FASTSIGNS to turn it into reality.

The Solution

FASTSIGNS consulted Search Laboratory to brainstorm ideas for various signs and graphics for the campus. FASTSIGNS provided visual solutions to create the required impact and to complement the colours and textures elsewhere in the building so continuing the identity.

“I included one of my designers in a meeting with the client,” explained FASTSIGNS’ Andy Simpson. “With the additional insights gathered from the initial meeting, our designer provided creative designs for Search Laboratory’s décor.”



Rather than using simple shapes, FASTSIGNS designed customised frosted window graphics to represent the shape of country skylines and turned blank walls into inspirational canvases using quotes and wall murals throughout the building.



FASTSIGNS created a roof-mounted logo and illuminated, dimensional sign for the facade to help the agency stand out on the exterior of the building. The team also provided directional signs for the parking lot to help visitors and employees find their way.





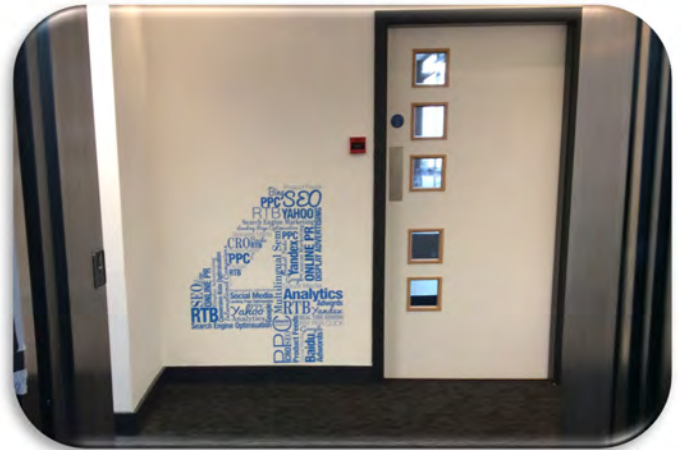
To encourage spur-of-the-moment creativity, FASTSIGNS designed dry-erase graphics and wraps that adhered directly to the walls in various places around the building. The office received a modern look using etched stainless steel room identification signs and frosted vinyl on the meeting room's glazing.

The Result

FASTSIGNS delivered its visual communications mandate to help Search Laboratory create a stimulating work environment. Simpson added, "The staff are delighted in the creative and modern feel of their workplace as a noticeable improvement over the previous offices."

In addition to exceeding its client's expectations inside the building, the FASTSIGNS team also succeeded in branding the exterior of Search Laboratory so that it promoted its identity, both day and night.

*FASTSIGNS® of Leeds is owned by Andy and Chris Simpson.



Enhancing the shopping experience with visual communications

The Challenge

The Southlands Shopping Center in Denver, Colorado wanted to generate more interest in the shopping center and attract new tenants that appeal to a wide variety of shoppers.

The Solution

FASTSIGNS® provided directional wayfinding signage to enhance the shopping experience and make it easier for visitors to find their way around. FASTSIGNS created exterior signage to promote safety and keep the facility compliant. Branded signs helped identify buildings and suites as well as event and business promotions. FASTSIGNS created directional signage solutions that were both functional and modern in design.

The Southlands wanted to make the most of the unoccupied spaces by placing visual graphics in the window to showcase different attributes of the shopping center. Large canvas banners were installed in the windows of vacant store fronts to bring more attention to current businesses and gain interest from potential tenants.



FASTSIGNS helped the shopping center display safety guidelines for the property's play area. This signage needed to match the overarching theme of "Colorado Wildlife" for the area. The FASTSIGNS team also provided identification name tags for each of the animal sculptures inside the play area.

To complement the wildlife theme, the FASTSIGNS team designed a unique sculpted flower sign with the playground rules displayed on the flower's petals. FASTSIGNS' Matt Metcalf said the sign could be removed from its base when the weather becomes colder.



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“We wanted to provide the shopping center with a solution for the flowers that made it easy for routine maintenance and seasonal transition,” Metcalf said.

FASTSIGNS provided boulevard banners, stanchion signs, an event backdrop, updated directory map decals and safety decals for doors. The team added informational displays, vehicle magnets, window graphics and visual graphics for an awning as well as dimensional wall logos.

The Result

FASTSIGNS provided visual solutions for The Southlands Shopping Center to help brand and identify various retailers and spaces within the shopping center.

The wayfinding solutions connected with the overall color scheme, created an inviting environment and provided a compelling brand experience for shoppers. Shoppers can navigate better and the new signage ties the shopping center together aesthetically.

*FASTSIGNS® of Englewood, Colorado is owned by Matt Metcalf.



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Creating mouth-watering visual graphics to brand a new facility

The Opportunity

Dessert maker Steven-Roberts Originals (SROriginals) located their bakeries, warehouse and corporate headquarters under one roof in a new facility in suburban Denver.

The Challenge

SROriginals contacted FASTSIGNS® to extend their branding to a warehouse and corporate offices. The communications challenge was to build awareness for the SROriginals brand while communicating key messages to visitors and employees in both English and Spanish.

The Solution

FASTSIGNS consulted with the President of SROriginals to learn about his vision for mouth-watering signs and visual graphics in the exterior and interior locations of the facility. The FASTSIGNS team provided solutions including wall graphics, dry erase boards in conference rooms and dimensional logo signs with standoffs in the entrance, reception, stairways and office areas.



The reception area and entrance stairs to the corporate office needed to appeal to job applicants. FASTSIGNS provided creative designs for the signage that featured the new corporate logo, slogan and core values in both English and Spanish.

“We helped SROriginals with their goal of welcoming job applicants to their office by adding signage in the reception area and a bilingual wall graphic in the employee hallway,” FASTSIGNS’ Andrea Hair said. “In the reception area, our team designed a unique custom interior décor piece featuring Aspen trees to serve as a room divider in the office.”





FASTSIGNS also created colorful banners to point the way to a test kitchen where chefs prepare new dessert recipes. The entrances and landings of stairwells were branded with enticing product photos of desserts.

Introducing signs with a purpose to cover bay door openings, FASTSIGNS added images of the company's desserts and visual graphics to represent teamwork, speed to market, innovation and scalability.



The Result

SROriginals received branding that turned a new facility into a uniquely warm and welcoming corporate headquarters that reflected the company brand message and showcased their dessert products. “Since then, we’ve helped SROriginals with various sign solutions including an illuminated building sign featuring halo lighting and other projects as the company remodels a building for an employee welcome and hiring center,” Hair said.

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



Branding an athletic facility using signage and visual graphics for the grand opening

The Challenge

St. Clair College in Windsor, Ontario was building a new athletic centre, SportsPlex, and needed a durable, vandal resistant solution that could be expanded in the future for displaying awards. The college had many glass walls and windows, which presented a safety hazard for people.

The Solution

FASTSIGNS® worked with St. Clair College to develop visual solutions that would blend with the modern facility's new décor and aesthetics.

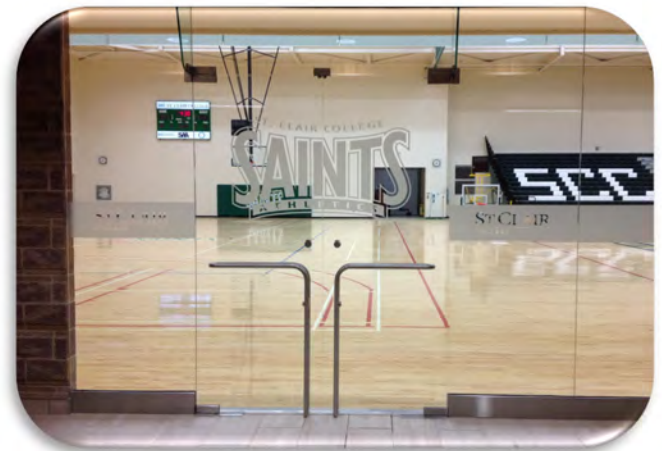
FASTSIGNS designed, produced and installed two display walls for the awards, including the All Canadian and National Champion awards. The displays were created by combining solid wood panels with hardware in order to hang the wood mounted, printed plaques. FASTSIGNS provided vinyl prints for acrylic letters and mounted the logos directly to the wall.



To resolve the safety issue presented by the glass walls and windows, as well as to provide recognition for donors, FASTSIGNS displayed logos and donor names along the corridor and office spaces using window graphics that fit with the décor for installation.

The Result

The athletic department of St. Clair College was very happy with the quality of work and the ability to provide signage and visual graphics prior to the grand opening. "We are developing a real niche market with the work we have done for the education field," FASTSIGNS' Jackie Raymond said.



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

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.



Attracting visitors to ancient Egypt exhibit with striking banners and vehicle graphics

The Opportunity

THEMUSEUM in Kitchener, Ontario hosted the Unwrapping Egypt exhibition with 400 replica artifacts from the world-famous tomb of King Tutankhamun.



The Challenge

THEMUSEUM wanted to make a big splash for the exhibit's launch and contacted FASTSIGNS® for help with attracting visitors.

FASTSIGNS provided a building banner measuring 31' x 67' for the THEMUSEUM. The banner installation took several hours to position using a bucket truck and received quite a bit of attention. The banner installation is featured in a video by THEMUSEUM: <http://bit.ly/1tq2xTo>.

The Solution

FASTSIGNS consulted with THEMUSEUM on visual communication solutions to help get the world-class exhibit noticed and boost ticket sales.

To promote the first phase of the exhibit launch in surrounding cities, FASTSIGNS created a mobile billboard for THEMUSEUM by wrapping the car (a.k.a. Mummy Mobile) with the exhibit branding and vehicle graphics that included a QR code.



The second phase of the exhibit included the arrival of a 3,000 year old mummy named Justine and a contest to win a trip to Egypt. FASTSIGNS designed a 4' x 36' banner for THEMUSEUM to create excitement around the arrival of Justine, who is on loan from The Royal Ontario Museum. THEMUSEUM timed her arrival in the custom wrapped Mummy Mobile. Watch Justine travel to the new exhibit: <http://bit.ly/Zb6Oia>.

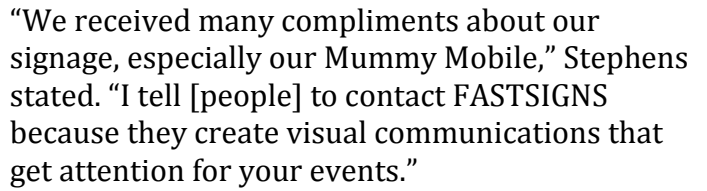




"FASTSIGNS is really great to work with so we knew they would deliver signage for each phase that would drive traffic," said Melissa Stephens, THEMUSEUM's Marketing and Communications Manager.

The Result

THEMUSEUM was thrilled with the public response to their surveys that revealed people discovered the exhibit largely due to the presence of the larger than life banners and the Mummy Mobile.



The exhibit has been so successful that THEMUSEUM extended the run through February 21, 2015.

"THEMUSEUM has been a very loyal customer and we were happy to be involved in promoting this exhibit," said FASTSIGNS' Rob Richmond.

*FASTSIGNS® of Kitchener, Ontario is owned by Rob Richmond.



The logos are property of the companies they represent.

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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Attracting members with praiseworthy signs and graphics for local church

The Opportunity

Wildewood Christian Church in Papillion, Nebraska needed a new look inside and out, and contacted FASTSIGNS® to update their visual graphics and communications.

The Challenge

The church wanted to attract new members and to appeal to their existing congregation. Wildewood Christian Church had various sign and visual graphics needs and wanted to integrate them with their existing décor.

“We helped Wildewood Christian Church incorporate their new paint and signage colors with their existing flooring to help visually integrate all of the elements,” explained FASTSIGNS’ Mary Beckwith.

The Solution

FASTSIGNS met with ministry leaders to understand their target audience and goals and then executed a visual needs analysis by walking through the church campus. Starting outside, FASTSIGNS created a new monument sign to reflect the church’s mission and external building signage to direct visitors to their destinations.

Inside the church, FASTSIGNS provided new lobby and office signage, including custom wall graphics. The visual communications makeover also included canvas prints near the entrance, printed business cards and handouts.



For the children’s area, the ministry leader wanted to incorporate tree designs in the new signage. FASTSIGNS created routed hanging signs in the shape of tree branches and wrapped the door area of each room in the youth wing with visual graphics. To complete the forest-friendly design, FASTSIGNS provided two tree graphics, custom sleeves and holders to allow the staff to change out messages, and frames for the existing digital sign monitors.



The Result

With the help of FASTSIGNS, Wildewood Christian Church received a sign and visual graphics makeover that better reflected their mission and branding. The new signage elements helped direct new visitors, provided visual excitement for the congregation and integrated with existing décor.

*FASTSIGNS® of Omaha – M Street, NE is owned by Bob and Mary Beckwith.



Crafting visual headlines for a news organization with signs and graphics

The Opportunity

The Windsor Star was relocating to a new space and needed new branding and directional signs to blend with the existing artistic décor and to promote upcoming media events.

The Challenge

FASTSIGNS® consulted with The Windsor Star to determine the best sign options for their relocation and to help launch the News Café concept, a community meeting spot that allows guests to be involved in online broadcasts.

The Solution

The Windsor Star wanted branded directional signs for the multi-floor layout of the building since the elevator location and entrance made it difficult for employees and visitors to navigate around the building.

FASTSIGNS identified the main entrance with window and door graphics. Blending with the



artistic décor, FASTSIGNS used dimensional letters and logos to identify the News Café, Customer Service Areas and the Anchor Desk. To showcase the talent of staff photographers, the FASTSIGNS team suggested gallery wrapped canvas prints with black and white descriptor plaques for walls and the boardroom.

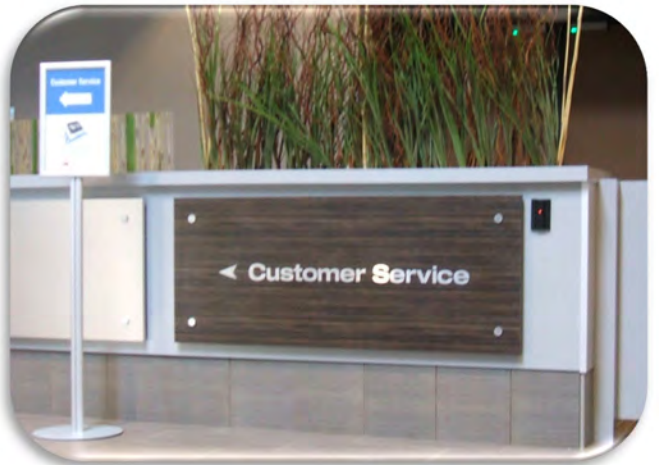
FASTSIGNS provided a banner for the stair railing to brand the new location and flag signs to identify the elevator on the street level. Creating a directory sign for the inside and outside the elevator, FASTSIGNS added directional signage including floor stands with colourful poster prints and wall graphics. On the upper level of the building, FASTSIGNS designed wayfinding graphics to direct visitors through the building.





Other visual solutions included colour prints housed in brushed aluminum frames and black and white prints for the wall to tell the story of the history of The Windsor Star. The printed signage also helped to identify antique equipment now housed onsite.

For the media initial event, FASTSIGNS created a shimmer fabric banner for an upscale look and a dye-sublimated floor stand display as a backdrop. Several retractable banner stands were integrated for additional branding and A-Frame signs were used to promote upcoming events.



The Result

The wayfinding signs and directional graphics made it easier for employees and guests to find their way around the building. FASTSIGNS' Donna Bilodeau said, "It was both exciting and challenging to design and build signs that would make an interior decorator proud."

FASTSIGNS' Jackie Raymond said that the team takes great pride in building a long-term relationship with The Windsor Star, attending their events and helping the organization promote news within the community.

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

Raising Awareness at a Healthcare Expo with Comprehensive Solutions

The Opportunity

Cleveland opened a new convention center in the heart of downtown, which includes a building dedicated to promote healthcare services, innovation, technology and education. The WKYC Health and Wellness Expo promotes healthy living in the community and gives local healthcare providers, businesses and non-profit organizations exposure in the competitive market.

The Challenge

Local NBC news affiliate WKYC-TV launched the WKYC Health and Wellness Expo at the new convention center and wanted the sponsors and participants to feel like they received a high return on investment and valuable exposure. To plan an event of this scope and size, the Director of Business Development for WKYC, Kim DeCredico, called FASTSIGNS® for help.

The Solution

FASTSIGNS provided visual solutions for WKYC including various signs and banners, as well as a digital kiosk programmed to feature each organization's logo. "Prospective sponsors were blown away to see their logos scrolling on the digital kiosk," explained FASTSIGNS' Bernie Doyle.

FASTSIGNS designed a multifaceted approach for signage at the trade show. Large banners measuring 8-feet by 16-feet were used as backdrops for sponsored stage performances and booth demonstrations. The team added 8-feet by 3-feet banners that were placed at various entrances to display the schedule of events. These banners were displayed on banner stands that WKYC rented from FASTSIGNS for the duration of the expo.

To direct attendees through the expansive exhibit hall, FASTSIGNS provided large double-sided banners that hung from the ceiling and identified the respective areas. These banners were designed on durable fabric with removable patches for sponsor logos so that the banners would be reusable for the next year's expo.



FASTSIGNS also provided a dimensional hanging tension fabric display as the centerpiece of the event.



WKYC rented two digital kiosks from FASTSIGNS to display content featuring the expo's sponsors. Outside of the convention center, FASTSIGNS placed feather flags on the sidewalk to inform people passing by about the event and promote sponsors.

The Result

Using comprehensive signage solutions, FASTSIGNS transformed the Cleveland Convention Center into an interactive and engaging experience for both the sponsors and attendees.

“FASTSIGNS was instrumental in helping WKYC secure their sponsors by showing how well they

would be represented with signage, creating confidence that the money invested as a sponsor was well spent,” Doyle said. After the WKYC Health and Wellness Expo, FASTSIGNS suggested signage solutions for other events and trade shows at the convention center.

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



Restoring Beloved Vintage Guitar

The Opportunity

The large guitar sign atop World of Music, a family-owned and operated business in Erie, Pennsylvania, is considered an Erie landmark. Preparing to celebrate their 60th anniversary, the music store's beloved guitar sign needed to be repaired and updated to better represent the business's lively personality.



The Challenge

Discovered in a junkyard by World of Music founder, Dick Bulling, the iconic guitar sign has been a fixture at the music store for over four decades. Although Bulling passed in 1997, World of Music has remained a family-owned and operated business. His granddaughter Amanda Karns, World of Music's Marketing Manager, started

a "save our guitar" campaign

to refurbish the weathered sign and won a \$10,000 FASTSIGNS® makeover.

"The guitar sign is a universal symbol of music and people know what it means," Karns explained. "It's become an Erie landmark and a big part of who we are, and that makes it special. We hoped the sign could be repaired and brought back to life."

The Solution

As part of the music store's visual communications makeover, FASTSIGNS took the guitar sign down and gave it new life. FASTSIGNS

repaired the rusted sections, replaced the neon components and gave the sign fresh paint and vinyl. The guitar sign was ready to return to its place above World of Music. As part of the makeover provided, the team at FASTSIGNS also installed vibrant external wall graphics for the music store.

The Result

"The community is proud of the reconditioned sign—almost everyday someone tells us how much they love the work done to the guitar," said Karns. "The sign makeover has meant the world to our family. The day I saw it light up again was one of the best days of my life."



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



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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 – 114th Street is owned by Bob Danielson.

