

Sign Buyer's Guide



FAST SIGNS
Sign & Graphic Solutions Made Simple.®



Using innovation and technology, we make the sign buying process simple for you.

FASTSIGNS® brings together the best in innovative thinking and state-of-the-art technology to provide you with quality products, personalized service, competitive pricing and on-time delivery.

Our full service offering includes consultation, design, production, file transfer, installation and delivery on all types of signs:

- Produced or printed on a variety of materials and equipment
- Completed when you want and need them
- Provided within your budget parameters

Our goal is simple: to use innovation and technology to make the sign buying process simple for you.

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Over 525 locations worldwide
For franchise information,
call 800-827-7446



SERVICES

www.fastsigns.com



You may be aware of some of the services that we can provide, but did you know that FASTSIGNS®:

- Uses state-of-the-art sign design and printing technology to produce high quality signs at competitive prices
- Produces signs in any size and on virtually any surface or material, including vinyl, wood, windows, walls or vehicles
- Handles any sign project, large or small -- from day-to-day signs and services -- to major, multi-site projects
- Provides estimates in a timely manner
- Designs signs that incorporate your unique graphic standards and professional image, or takes your MAC or PC graphic files and outputs them to your exact specifications
- Promises personalized customer service from our innovative staff
- Offers delivery and installation of your signs wherever you need it
- Provides fast and easy driving directions by visiting a store web page on www.fastsigns.com



Visit a FASTSIGNS® store's web page on www.fastsigns.com and you will find easy online tools like high-speed file transfer and request for quote to streamline the communication process.

CUSTOM BANNERS

Banners grab attention and generate excitement.

Temporary or permanent, indoors or out, mounted or simply tied down, a banner can be the most cost-effective way to get your message across.

FASTSIGNS® can quickly and economically supply you with one banner or hundreds, in any size and shape you desire.

Durable, affordable and portable, banners continue working for you — again and again.



- To maximize noticeability over a period of time, make frequent changes to your sign or banner. New messages, graphics or colors help your sign stand out from familiar surroundings and draw renewed interest from viewers.

EXHIBITS and DISPLAYS

Communicate your message through exhibits and displays.

Looking to add a 'wow' factor to your exhibit, trade show booth or presentation? Unique promotional and exhibit graphics reinforce your message and generate excitement that helps separate you from your competition.

What really turns heads about our display and exhibit projects is the creativity that comes from our FASTSIGNS® professionals in solving your unique presentation challenges.

We offer an entire range of display products from light-weight, self-contained banner stands to large, custom floor models, as well as shipping cases to protect your investment.



- Choose the color scheme that complements your logo and shows off your products.
- Position graphics strategically to guide traffic flow in and out of your booth space.
- Ask us about exhibit rentals.



SITE SIGNS

Put your mark on the landscape.

Site signs provide information – from announcing building projects to offering properties for sale to identifying businesses by name. They should do more than just facilitate your message; they should also generate awareness and encourage sales.

Using colorful digital graphics and photographs, your signs will not only command attention, but will also stimulate action.

FASTSIGNS® innovative sign professionals can help you determine the types of site signs needed and the placement of those signs to help you draw the most attention and reinforce your message.

And, we can deliver and install them as well, all within your budget parameters.



If you display a \$200 sign for one year at a location where just 10,000 cars pass by every day, you've reached over 3.5 million people — about 15 customers for every penny you spent!

LABELS and DECALS

Put your message where customers least expect it.

On a window, a car door, or even on the floor in aisle nine — precision printing can give you graphic executions that attract the eye wherever you put your message. Any number, any size, and in any shape, FASTSIGNS® decals put your message in any context you like.



Color selection can dramatically increase readability, especially at a distance. Here are some of the color combinations that have proven most effective and easiest to read.



TRANSPORTATION GRAPHICS

Put your company's vehicles to work.

Whether you have a fleet of trucks or a single car, your vehicles can put your message on the road and attract business. Choose full wraps, side-panel graphics or versatile magnetic door signs. For a small investment, you'll be getting more mileage out of your message.



By displaying your advertising message on your delivery truck or van, you can generate over 600 visual impressions for every mile driven. It's an effective way to build awareness.

Source: Independent study by the American Trucking Association

WINDOW GRAPHICS

Colorful window graphics make customers appear.

We've come a long way from the painter re-lettering the office door. FASTSIGNS® cutting-edge window graphics can turn your windows from static architectural features to dynamic messaging tools. Sure, you can still get the frosted lettering. But you can also get proven, effective, colorful graphics that help you communicate your message — day and night!



Some color combinations provide better visibility than others. Let us help you make the best choices.

CONTRAST

HIGH VISIBILITY

VIBRATION

LOW VISIBILITY



DIGITAL POSTERS

Where technology makes imagery (and your message) come to life.

It's the digital age and we all expect everything to have the startling clarity of a digital image. Now, add the FASTSIGNS® creative touch and cutting-edge, precise printing technology and you get digital posters that jump off the page with brilliance and sharpness.



26% Faster

- Adding a border to focus attention on your sign helps the viewer read it 26% faster. That's a big advantage in a fast-paced marketplace!
- Source: A study by the Pennsylvania College of Optometry.

POINT-OF-PURCHASE SIGNS

Catch your customer's attention while they make purchase decisions.

Point-of-Purchase signs can be incredibly powerful. You can remind customers that they need something they otherwise would have forgotten or didn't know they needed. That's why a great Point-of-Purchase sign can be among your best sign and graphics investments. FASTSIGNS® uses innovations in technology to make dramatic cutouts, menu boards and counter cards a snap to produce.



By presenting special information in a second color, you increase the reader's retention by 78%. Try using an accent color to draw better response.

**Increase reader
RETENTION**

ARCHITECTURAL SIGNS

Enhance your property's image and working environment.

Using the right creative design and durable materials, your sign can be a major enhancement to your property. FASTSIGNS® has the expertise to match your image and message to the surrounding environment and create an architectural sign for you that will stand the test of time.



When you don't have room for lettering as large as you'd like, try using light-colored letters on a dark background. The contrast will make the lettering appear larger, and viewers will find it easier to read.

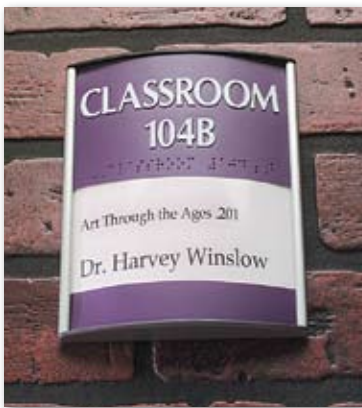
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SAFETY/ADA SIGNS

Maintain a safe and welcoming environment.

Employees, visitors and customers all deserve to be kept safe; sometimes the law requires particular kinds of signs in particular settings. Your FASTSIGNS® professionals can help you with safety and Americans with Disabilities Act (ADA) signage needs. Then, using our precise and cost-effective printing equipment, we can help you stay sign compliant, without going over budget.



- U.S. companies are required by federal law to comply with the Americans with Disabilities Act (ADA). This 1992 law was designed to make facilities more easily accessible to the disabled.
- FASTSIGNS® can help you determine what signs your business needs in order to comply.



DIMENSIONAL SIGNS

Your message deserves to stand out.

Along with a message, your business has an image to uphold, whether it's a simple banner or the sign on top of your business headquarters. FASTSIGNS® dimensional signs and graphics make the most of high-tech materials and new production processes to bring your look to dazzling (and long-lasting) life.



- For comprehension and legibility, letters should be 1" high for every 40' of viewing distance, and the stroke of the letters should be one-fifth the letter height.
- Source: *The International Sign Association*

Style Guide



BEST WITH PHOTOGRAPH

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



BEST

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



BETTER

The addition of graphic elements help organize information and enable the viewer to read it faster.



GOOD

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

*Based on a Direct Marketing Association study on color.

**Based on a 3M marketing study on visual merchandising.

Preparing Graphic Files

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

- 1) We accept both Mac® and PC files and can work with virtually any software.
- 2) Convert all fonts to curves or paths to eliminate the need to send the fonts.
- 3) Save photographic images at 100% of actual size (when possible) and at the resolution specified by your FASTSIGNS® representative.
- 4) Recommended color mode for raster files (Adobe Photoshop) is RGB. Recommended color mode for vector files (Adobe Illustrator) is CMYK.
- 5) Include Pantone Colors for your files, or provide a hard copy of the approximate colors desired.
- 6) Website graphics are almost always unusable.
- 7) If desired, you can upload a file from a store page on our web site (www.fastsigns.com).

Make FASTSIGNS® your complete sign and graphic resource.

Discover how FASTSIGNS® combines technology with innovative sign ideas and a highly trained staff to make sign buying simple for you. We streamline the communication and production processes to produce quality signs – whether you need one sign or a thousand signs.

FASTSIGNS®

www.fastsigns.com

