

# SIGN CONSIDERATIONS

## INTERIOR VS. EXTERIOR

The latest sign materials are designed for maximum flexibility and durability. We'll help identify the most effective materials for your sign based on its intended look, location, and length of use.

### MATERIAL DURABILITY:

#### VINYLS

Cast Vinyl	5-7 yrs
Calendered Vinyl	3-5 yrs
Translucent	5 yrs
Reflective	1-5 yrs
Metallic	1-3 yrs

#### SUBSTRATES

Aluminum	7 yrs
Banners	2-5 yrs (depending on application)
Sho-card	1 yr indoor use
Coroplast	1 yr
Magnetics	2-3 yrs
M.D.O.	2-5 yrs
Acrylic	2-5 yrs
Polystyrene	1-2 yrs (indoor use primarily)
PVC	2-3 yrs (some colors are not recommended for outdoor applications)

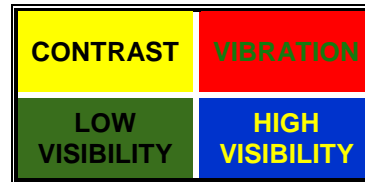
## DESIGN

Your sign is a reflection of your business. Convey the message and image you desire using our design expertise and state-of-the-art sign-making technology. We will help you create the high-impact signs required to

get noticed. Here are just a few elements of effective sign design.

## COLOR COMBINATIONS

Striking the right color combination is essential to creating an easy-to-read sign. We can help you choose which complementary or contrasting colors will be most effective for you.



## BASIC FONT INFORMATION

### Serif – With Feet

Easier to read when there is a large body of copy – for instance, in a book, magazine, or newspaper.

### Sans Serif – Without Feet

Common in the sign industry and generally easier to read because of the lack of ornamentation.

### Bold – For Impact

The viewing distance and comprehension of your message may require certain parts of your sign to be stressed.

### *Script – For Elegance*

Typically used in upper and lower case for increased legibility.

## VISIBILITY

For your sign to have maximum impact, customers need to be able to read it at a glance. Choose a location that

will give you the greatest exposure to your target audience. From there, we can help you determine the appropriate sign and lettering sizes for your selected viewing distance.

Letter Height (Inches)	Max. Impact Dist. (Feet)	Max. Readable Dist. (Feet)
3	30	100
4	40	150
6	60	200
8	80	360
9	90	400
10	100	450
12	120	525
15	150	630
18	180	750
24	240	1000

## FILE SUBMISSION GUIDELINES

We accept: .ai, .eps, .pdf, .psd, .tiff, .jpeg and .psb.

Files may be provided in Adobe Illustrator or Photoshop CS3 or earlier.

Illustrator files (vector art):

- all text should be converted to curves/outlines
- files should be saved as .ai or .eps

Photoshop files (raster art):

- save to at least 100 pixels per inch at the final size

Please convert all InDesign files to .eps format. We are not able to print them in their native format.

If you have questions about acceptable file formats, please call us at (916) 487-6772 to speak with one of our designers.