



# Sign Buyer's Guide



**FASTSIGNS**  
Sign & Graphic Solutions Made Simple.®



## Using innovation and technology, we help you find the right solution for your business — fast.

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

We offer a full range of services including 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 fast and simple for you.

### How do people learn about a business?



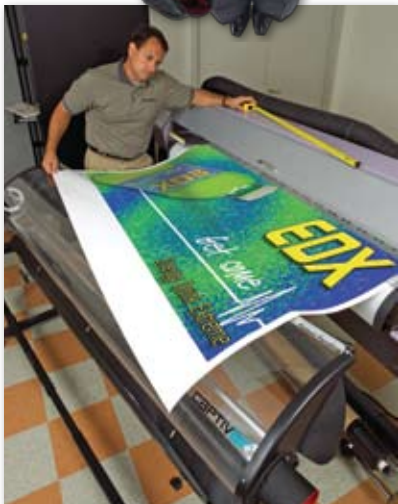
For franchise information, call 0800 093 4977.

## SERVICES

### Take another look at FASTSIGNS®.

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

- Use state-of-the-art sign design and printing technology to produce high quality signs at competitive prices
- Produce signs in any size and on virtually any surface or material including vinyl, wood, windows, walls or vehicles
- Handle any sign project, large or small — from day-to-day signs and services — to major, multi-site projects
- Provide easy and fast online tools to streamline the communication process including an educational website, high-speed file transfer, request for quote and web proofing
- Provide estimates in a timely manner
- Design signs that incorporate your unique graphic standards and professional image, or take your MAC or PC graphic files and output them to your exact specifications
- Promise personalised customer service from our innovative staff
- Offer delivery and installation of your signs whenever and wherever you need it





## BANNERS

**Banners attract 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 virtually any size you desire.

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





## EXHIBITION & DISPLAY GRAPHICS

**Communicate your message through exhibition & display graphics.**

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



What really turns heads about our display and exhibition projects is the creativity that comes from the 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.





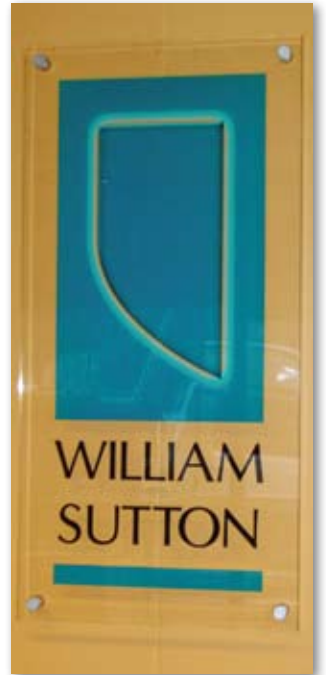
## CORPORATE BRANDING SIGNS

### Put your mark on the landscape.

Promote and protect your brand image with signs. Whether identifying your location, displaying a poster to promote a special event or a banner to recruit new employees, consistent use of your logo and colours adds continuity to your message and makes you more recognisable.

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

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



## LABELS and STICKERS

**Put your message where customers least expect it.**

On a window, a car door, or even on the floor, precision printing can produce eye-catching labels and stickers wherever you put your message. Any number, any size and in any shape, FASTSIGNS® stickers put your message in any context you like.





## VEHICLE BRANDING

**Put your company's vehicles to work.**

Whether you have a fleet of vans 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 can get more mileage out of your message.





## WINDOW GRAPHICS & PAVEMENT SIGNS

**Attract customers with  
colourful window graphics  
and pavement signs.**

FASTSIGNS® cutting-edge window graphics can change your windows from static architectural features into dynamic messaging tools. As well as simple lettering, FASTSIGNS® can produce effective colourful graphics that help you communicate your message — day and night!





## POSTERS & DISPLAYS

**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.





## DIRECTIONAL & SITE SIGNS

### Put your mark on the landscape.

Site signs provide information – from announcing building projects to offering properties for sale or let, to identifying businesses by name or informing others about the area. Directional signs help visitors find where they are going quickly and stress-free.



Using colourful 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 and placement of signs needed 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.





## BUILDING SIGNS & SHOP FASCIAS

**Enhance the image and appearance of your property 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 signs for you that will stand the test of time.



After After



Before



Before

## HEALTH & SAFETY 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 meet safety and Disability Discrimination Act (DDA) sign requirements. Using our precise and cost-effective printing equipment, we can help you stay sign compliant, without going over budget.





## DIMENSIONAL LETTERS

**Your message deserves to stand out.**

Along with a message, your business has an image to uphold. Whether it's simple raised letters or a prestigious illuminated corporate sign for your business headquarters, FASTSIGNS® dimensional letters make the most of high-tech materials and new production processes to bring your look to dazzling (and long-lasting) life.

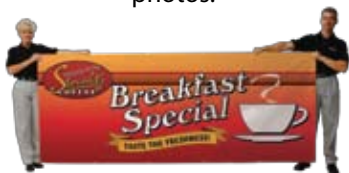


**STYLE GUIDE**



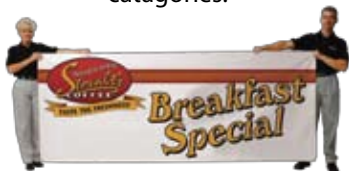
**BEST WITH PHOTOGRAPH**

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



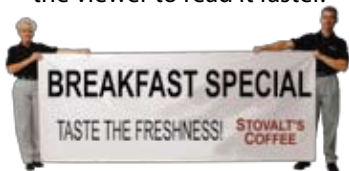
**BEST**

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



**BETTER**

The addition of graphic elements help organise 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 colour.

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

**COLOUR YOUR WORLD**

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



**COLOUR VIBRATION**

As you can see below, some colour combinations provide better contrast than others. Let us help you make the best choices.



## SIGN BUYER'S CHECKLIST

Here's a quick questionnaire to help identify your signage needs and guide your FASTSIGNS® consultant in making good recommendations for your project.

✓ **Use of your sign:**

Are you directing, informing, or selling?

✓ **Display time and conditions:**

Temporary or permanent? Indoors or outdoors?

✓ **Image you want to project:**

Professional? Sophisticated? Youthful? Fun? How should it co-ordinate with your other graphics and advertising?

✓ **Your target customers:**

Whose attention do you want to attract?

✓ **Viewing distance and time:**

How far will readers be from the sign? How long will they have to read it?

✓ **Mounting your sign:**

Where will the sign be displayed? How will it be attached? Will you need the approval of a landlord or a local planning authority?

✓ **Sign copy and layout:**

What message do you want to communicate in your copy? Do you have special logo or layout requirements?

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