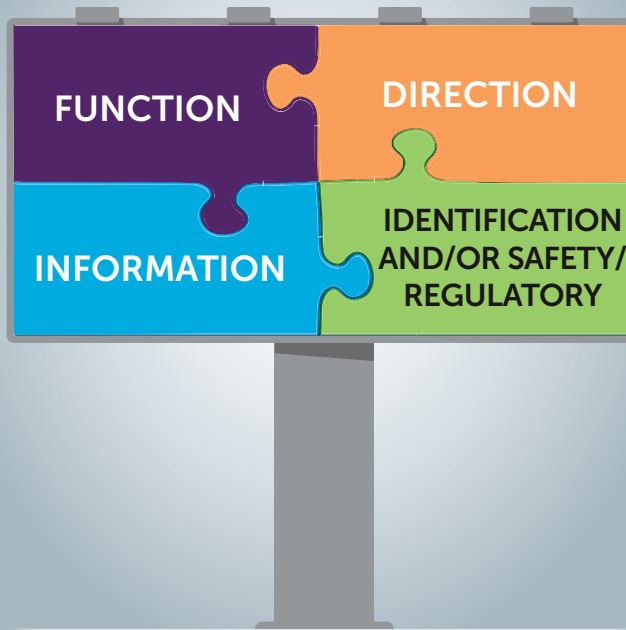


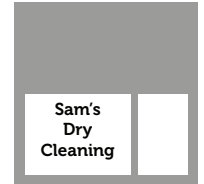
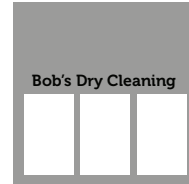
EXTERIOR SIGNAGE FROM EVERY ANGLE

One Sign, Four Functions



First Impression!

Often the first communication someone sees, make sure your location's exterior signage makes a great first impression.



10% More Sales!

The University of Cincinnati Economics Center reports almost 60% of businesses saw more than a 10% increase in transactions after increasing their number of exterior signs, enhancing their visibility, or updating their designs.

The Eyes Have it!



1"

10'

For every one inch of letter height, you gain 10 feet of readability.

For example, if your storefront sign has 6-inch lettering, it will create maximum impact within 60 feet. Need greater visibility? Go bigger!

Weather or Not?

Durable, water-resistant materials are key to long sign life and good appearance – making acrylics, aluminum, MDO (for medium density overlay) and vinyl popular choices in many applications.



EXTERIOR SIGNAGE: The Right Way!

A special subcategory of exterior signage, wayfinding signs are enhanced by optimizing:

- Font type and letter height
- Contrast between letters and background
- Viewing distance between signs